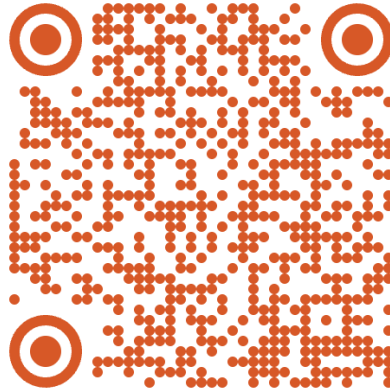




Practice Focus

Practice Focus



Series 9 / Session 11

Elevating the Value of Your Days and the Daily Success System

-
1. Listen to the audio recording.
 2. Follow along with this transcript.
 3. Use the transcript to help complete your Team Activity: **key points are highlighted.**
-

Practice Focus

Hello everybody. Welcome to another month's Practice Focus. As we always say, "Where your focus goes, your practice grows!" And today I'm very excited to bring to you a fast-paced, hard-hitting, intense 10-minute battle plan, all on how to elevate the value of your days. The best part of today's Practice Focus is it's all self-reflective. You're going to assess where you are, you're going to create where you want to go, and then we're going to bridge the gap and we're going to make happen an amazing acceleration to your progress; no matter what time of year you are watching this, whether it's the end of the year coming up on a new beginning, whether it's right smack dab in the middle of the year, when you can look at where you're at versus where you wish to be.

So first and foremost, elevating the value of your days. We understand it is all about reverse engineering. It's no different than what we do with patient's health, we're going to do for ourselves. Now, if you take a good hard look at this, we're going to start first by, now listen very carefully, we're going to start first by assessing what your daily goals are. This is every provider, every hygienist, every surgeon, whether it's TMJ, sleep, ortho, in a traditional mode of practice for every one of our doctors. You're going to assess what your daily goal is. This is column by column by column, and then we're going to review where our average clinical days are. So if our daily goal is 10, and we look at the last 30 days, 90 days, nine months, and we look at this entire year, and we say our average daily goal is actually...so this is our goal, our desired versus our actual.

We're going to come up with that. Our goal is \$10,000, our average days are \$9,200. Our goal is \$7,000, or our goal is \$27,000, and our average days are \$6,500, or \$22,000. Whatever it is, what is our goal versus what is our average? That's going to tell us how close we are to hitting our target.

From there, we're going to attack four key items. Number one is we're going to reassess the value of our anchors. What constitutes an anchor? Okay, what is the value and what is the procedural mix of the anchors? We're going to categorize our super anchors, okay? Our medium anchors, and our regular anchors. And you're going to use these to hedge against our average clinical days. Is the anchor value what's creating our deficit, or we're going to go down to the next part, which is our tightening up of timing.

This means that for one crown, two crown, three crown, four crown. This means for an extraction, an implant. This means for a comprehensive exam or a case delivery. It means that we're going to really focus in on our units of time: chair time, doctor time, and assistant time. But what we're going to do is make sure there's no arbitrary scheduling. So we don't say, well, we schedule this for an hour or that for 90 minutes or this for two hours. We're going to be very exact and accurate. Because what may be happening is our average versus our goal is simply a discrepancy of where we're wasting units of time.

Next, we're going to look at our clinical partner maximization, and that goes to our assistant supported and our assistant driven. So our clinical partners, what more can they do? How better can we optimize their value of time? If our primary production column values are starting to have a little clutter creep, then we're going to go to our clinical partner columns and make sure that we are properly allocating for primary and secondary; very important, clinical partner maximization.

Now, here's the good news: if you're above your goal, if your averages are above your goal, that's great. That means that it's time to raise your goal. All the same things still apply.

Practice Focus

How can we get a 20 or 30 or 40 or 50% jump in our daily numbers simply by redefining our anchor values, tightening up of our timing of phasing and appointments and leveraging our clinical partners?

And then finally, we're going to set stretch goals. We're going to double down on our diagnostic creation goal. In order to achieve our average daily goals, we have to have an average amount of diagnosis. We're going to remember our mantras: "present all the treatment all the time," and, "prepay all day." Present all the treatment, all the time, vision, not visit, and prepay all day. If we capture the money in bigger clumps, we will capture the production in bigger clumps.

Okay, so now I want to turn our attention to, "What can you do?" There are three key areas, which is why I'm giving you 50 minutes in your one hour meeting to attack this today. And what I want you to do is take 10 to 15 minutes to assess the opposite side of the whiteboard: the goal versus the average, and then the three strategies to up-level. Then you're going to take 10 or 15 minutes, you're going to talk about our stretch goals, our creation, our presenting all the treatment, and our getting all the money. When you assess that part of the formula, you'll be ready to flip it over.

You're then going to invest the remaining 20 minutes or so on these three key items. These three key items are what's going to expand every aspect of your day. They're going to build a perfect day mindset and playbook for you. And then the last 10 minutes will be individualized commitments around the room. If we're going to achieve what we just talked about, what are the disciplines, the commitments, the integrities that we need to have?

So here's where we go. What can you do? Number one: more preparation. I want, right now, push the pause button and say, "In your morning huddles, is everyone showing up fully prepared with both opportunities and creation strategy?" Remember the morning huddles assessing each and every patient, not what they're coming in for, but what they're going to leave with. Very important. We're talking about reviewing every patient like a new patient every single time. What is our approach to every patient a new patient? if that's their hygiene visit, their perio visit, their implant delivery, their annual implant check, if this is their appliance delivery, their titration, their annual appliance visit to check on the appliance warranty, is this a delivery of a crown, a prep of a tooth?

What stage of the patient lifecycle are they in? And how do we treat every patient like a new patient every single time? Most importantly, our clinical partners, your entire core objective is pathway completion. Wherever somebody is on the pathway to health, are we getting them to a state of completion? And then finally, in our morning huddles, we're asking ourselves, what is our health enhancement opportunity for every patient?

So number one: how can we up-level our preparation as our team today? Number two: revisit pictures, proof and pain. Every team member, every patient, you have three things as tools or your pillars, your principles: pictures, proof and pain. The question is, how do you bring that to life? If I'm on the business team, reviewing data when I present treatment; digging deeper into the patient chart and the pathway when I'm trying to call for unscheduled treatment. Obviously if I'm a clinical team member on the doctor's side or a hygiene side or therapy side or some other side, then I understand very much, what do I do with pictures, proof and pain?

Practice Focus

Are we taking pictures in every patient? Are we updating records in every patient? Are we showing new photographs on old treatment to make it new and relevant treatment again? All of the preparations build into the arsenal of how we execute. So you're going to have an open discussion with this as a team and say, "Hey, we need to dust up that piece of equipment." "Hey, we need to buy another scanner." "Hey, we need to make sure that how we engage our patients in the pictures we take is leading into conversations in the triangle of trust." Okay? You follow?

And then finally, to bring this whole thing home, we're going to talk about our accountability with one key word: and that is **our commitment to follow-through**. Is every team member following through on every action? Again, these things domino and stack. The most important part of follow-through is our end of day huddle where we monitor every patient reappointment, every dollar of treatment presented, every follow-through of a patient: money, scheduling, phone calls, handwritten cards, referrals and gifts, referral letters out to referring doctors. So we have all aspects of follow-through.

You're going to have a conversation about the success traits of a championship team: that's preparation, that's demonstration, that's accountability. Very much so. Follow through on your commitments. Now, I will leave you with this: **we're not going to let this be a one-off Practice Focus, my friends. As a matter of fact, we're going to make sure that every single week we are doing our weekly review: that's the last seven, and then our future planning, that's the next seven.** Whether this is the doctor and the treatment coordinator, whether this is a representative from every part of the practice, whether this is an entire team, if you were having your weekly check-ins, if you're following the Dental Success System, **for the first 15 minutes of your weekly check-in, or if that's all you have, you're going to look at the last seven and you're going to look at the next seven, and you're basically going to relive this month's Practice Focus in real time.**

Always focus on what we can do to elevate the value of our days. First side of the whiteboard, okay? Open discussion, areas of opportunity for improvement. And then we're going to ask ourselves, characteristics of a championship team: preparation, demonstration, accountability, right?

Hey, there you have it! Short and sweet, pithy and punchy, but very profound and poignant, because these are the things that make all the difference. I want you to have a wonderful discussion, document all of your information, we read every single one of them. So send your takeaways to us, and most importantly, grab the bull by the horns, take the ball, control is yours: to elevate your days with a creation mindset and to run the Daily Success System, from the start of the day to the end of the day, so that you can up-level, all the way. Go get 'em, friends.