

Dentistry Classified

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CLASSIFIED ADVERTISEMENTS



Putting Profit Back into Practice



Unprofitable practices have unhappy patients, unhappy staff and unhappy dentists. If you've ever extended your mortgage to pay your tax bill you'll know exactly what I'm talking about.

If there is not enough money to invest in the team and yourself, this year, is going to be the same as last year and the year before, but worse. That's because health industry costs continue to rise at 6% whilst sleepy practices' income stays the same – and guess who picks up the tab – you do!

It's not about how good you are in the surgery, that I assume you've already got covered. In fact, I expect all of your CPD over the last few years was clinically based and not business based. I hear your sharp intake of breath, 'tut-tuting' thinking it's not all about money – well I've got news for you – it is. In my experience those practices who risk poor patient care are those which have low profits simply because they have never stepped off the 'treadmill' to look at their practice as a business. They mix up caring for their patients with keeping their charges low, whether the patient would value a different experience or not. They have been institutionalised in the old way of doing things. I am not suggesting that they not wish to do the very best for their patients but circumstances have conspired against them. After all if you can't afford it you can't afford it.

The good news is, it doesn't have to be like this. Let me share with you a typical scenario that we have worked with. They have transformed from a high work load, low profit practice to a low work load, high profit business. Dr Jack Montis owns 'Average Dental Practice' and believed he was relatively successful with a busy appointment book and a team who cared for their patients but were indifferent about the practice's profit. Jack was worried about his static income, despite working longer hours to service the needs his patients. Each day he would have unfinished business and would flop exhausted onto the sofa and 'veg out' in front of the TV, with no real time to recuperate or spend with his family. His two Associates would simply pick up their pay cheques every month with no worries at all about the practice. They could move on if they had to. The hygienist works one day a week and continued to ask for a pay rise but had no interest in her profitability. In fact 'Upbeat Dental Practice' down the road, had approached her and offered her a full time position in a better working environment.

The big question Jack had was what do I do, where do I go now, what is the meaning of life!

Jack was referred to Practice Mentors by another

satisfied client, he realised that it was time for change, he needed to do something, he felt lost without any direction, some ideas but no clear strategy or vision. He knew he needed an independent view from someone with no hidden agenda that his interests at heart.

A highly experienced Mentor from Practice Mentors visited the practice to carry the Vision Plan. All the team had a one-to-one interview expressing what they liked and disliked about their role and what they felt they contributed to the overall direction business. The Principal and the Practice Manager spent time with the Mentor receiving feedback and for the first time gained an insight into what was happening at the 'grass roots', they suspected the issues but had not truly faced them. The Mentor identified numerous profit log jams, in particular, the reception team, who were acting as Business Reduction Managers without realising. Their perception was they did not need any new patients and had not understand that new patients were the most profitable for the business.

They also did not realise how many patients they were losing each month which contributed to the static income.

Following on from 'The Vision Plan' a programme of tailor made training modules were delivered. The reception team were given guidance on how to deal with new patient enquiries after they had received 'mystery shopper' feedback as to how they currently answer the telephone which was a bit of a shock to them. They began to understand the value of each patient and those most profitable treatments and became excited through the new bonus scheme to become the 'Profit Centred Reception Team' and not the Business Reduction Team. Every single step of the process was fully mapped out for all of the

team to follow, no longer would they need to reinvent the perfect patient experience, they had a route map to guide them.

The result was the right type of patients numbers increased, the atmosphere in the practice lifted, the negative team members chose to leave the practice, and Jack's profits went through the roof. No longer would Jack extend his mortgage to pay the tax bill. The team's salaries increased, the practice was transformed, equipment and techniques updated and one very big smile was permanently placed on Jack's face, whilst taking his day off to pursue his hobbies. Strategy and vision became his middle names, stress fell away and for the first time in years he truly felt in control of his future.

If you identify with any part of this and would like to make your profit's 'go through the roof' then please contact Janice Charlton on 0845 8712020 or email her janice@practicementors.co.uk

Our Passion Your Vision

Transform your practice, transform your profits

Refreshingly, We Won't Just Tell You - We Will Show You

Make 2007 your profit launch pad



If you wish to be considered for the Practice Mentors Programme, please call: Janice Charlton, National Development Manager

0845 8712020

or email Janice@practicementors.co.uk
www.practicementors.co.uk


practicementors
putting profit back into practice

TESTIMONIAL REGARDING PRACTICE MENTORS

Practice Mentors challenged me when I needed it most and supported me through a period of dramatic change. Thanks to their team my profits have been transformed, I am no longer on the financial treadmill, I enjoy coming into work each day and my team are the happiest they have ever been. I finally feel in control of my future.

Geraint Jeffreys, BDS., DGDGP., Dental Surgeon

CALL 01923 851 786

or visit www.dentistry.co.uk