

Practice Simplicity

Breaking through complexity to better, more effective dental practices

Life is Meant to be Lived!!!

By Dr. Bob Willis

I've been working with dentists and their staffs for many years. I've met them by the thousands. I've stayed in their offices and their homes and spent time with them and their families. Personal observation has shown me that there are two main groups. The minority group appear to have their priorities straight, balancing work and leisure activities. These individuals are more fulfilled having learned the art of managing their lives. They get the job done efficiently and well and still have time for their family and personal growth. They have their lives working inside and outside of their careers.

On the other hand, there are those who frantically move from task to task with little enjoyment. At the end of the day they are worn out, exhausted and sometimes further behind. They tend to postpone enjoying life until they have completed all the tasks. They work hard, they do good dentistry, but are missing out on the other side of life. Here's the bad news, it is impossible to get everything done today and no one is capable of doing everything possible. Most dentists and their staffs could find something to do 24 hours a day, 7 days a week. Why are some invigorated and some exhausted? Let's look at some of the things that make the difference.

1. **Not everything is Priority #1 or even deserves attention.** Effective use of time dictates that "success may well depend on what you decide to not to do." Decide in advance what's important and establish priorities. Ask yourself, "If this weren't done, would it make a big difference? What do we currently do that makes no difference in the office? What are the procedures that I hate to do, but do anyway?" By referring out the procedures that give you the most stress, you will find that life just works better.
2. **Know and practice your core values.** Knowing what values are most important to you keeps you focused on what needs to be done. Fundamental core values include freedom, health, creativity, peace, love, wisdom, contribution, happiness, service to others and so forth. Answer these questions to help determine your core values. What three activities are most important to you? What three endeavors give you the most enjoyment? What three things would you change about your life, if you could? (Realize that 99% of the time it's possible to have life the way you want it. You merely have to remove the barriers you have constructed.) What values would you most like to see associated with your reputation? What five things do you want to accomplish in life? When you pass on, what do you hope that others will say about you?
3. **Learn to say "No" to demands on you or your time.** Trying to do too much or please too many people leads to anger, frustration, and ineffective productivity. Most people, and dentists maybe at the top of the list, want to be liked. Very successful people have figured out that it's far better to be respected than liked. Interestingly, the more you are respected, the better you will be liked. To be respected (and liked) and to control your time, you must learn to say "no". Rather than dedicating yourself to trying to be everything for everyone, pick the things that mean the most to you. To other demands or projects, say "NO" firmly and politely and start to really enjoy life.

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UPCOMING EVENTS

- **Dynamo-**
July 11-13
Orlando, FL
- **Introductory Seminars-**
"Just Let Me Do The Dentistry!"
-April 23 (7-9 pm)
Ft. Myers, FL
-May 7 (7-9 pm)
Orlando, FL
-May 16 (7-9 pm)
Tampa, FL
-May 17 (7-9 pm)
West Palm Beach, FL
-May 18 (7-9 pm)
Jacksonville, FL
- **Technical Seminar -**
"
-May 19 (9am -4pm)
Orlando, FL

Please call 1-888-216-5249 for more information about The Coaching Program or to have Dr. Willis to speak to your group or organization.

The Coaching Program
10020-C S. Mingo Rd., Tulsa, OK 74133
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Evaluate Your Practice Potential

How close are you to enjoying the *full* potential of your practice? The Coaching Program suggests 10 important criteria in our *Practice Potential Evaluation* that you can use to evaluate your progress. We examine one of these criteria in each issue of Practice Simplicity. In this issue, we will investigate scheduling.

Setting up a consistent, effective schedule is one of the greatest challenges that face a dental practice. **If you do not have a clear scheduling format for your practice, your practice will be controlled by your appointment book.** A low stress and productive schedule starts with the result we want, then works backward to see how that can be accomplished. Optimum schedules start with the most demanding procedures first (when we are the freshest) and end the day with the most predictable.

For the General Dentist, the most demanding technical procedures are Crown and Bridge and Cosmetics. Ideally you will have one to three patients in the morning for these types of treatments, producing 80% of your production goal in the morning.

For the hygienist, again start with the most demanding procedure, a scale and root plane patient. This way the Doctor can anesthetize and then both can work uninterrupted to completion on their patients. So, at 8:00 am, for example, the Doctor gives anesthesia to two patients and has two *uninterrupted* hours to work on the primary patient of the day.

For the business assistant, the first two hours of every day are predictable, freeing time to make confirmation calls, as well as taking care of office business.

After lunch the Doctor sees **consultation patients** for case acceptance. These patients are the cornerstones of your practice, so you want to be on time, not running from room to room, and you want the office to be quiet.

From about 1:30 to 3:30 is **aerobic time**. This period is reserved for fillings, adjustments, look-sees, broken teeth and toothaches. The key to making this time work is to focus on one thing at a time. Go in with the patient, do the scheduled treatment, and move on to the next patient. With broken teeth and toothaches, fix the problem (get them out of discomfort in the simplest manner possible) then schedule the appropriate amount of time to properly restore the area. Always look at the adjacent teeth. Many times there are three or four teeth in the quadrant to fix, not just the one tooth that is the problem today. This will assist you in scheduling your two-hour morning blocks.

From 3:30 to close is time to **seat Crown and Bridge or cosmetics**. These are the most predictable procedures, so you can leave on time. The hygienist should have an easy, predictable, healthy patient at day's end. These last hygiene appointments are for patients who take care of themselves dentally, show up on time and gladly pay for treatment.

It requires discipline by the Doctor and Staff to stay on schedule and attain daily goals. Use this scheduling template and realize the benefits of enjoyable days, day after day.

Watch for the next issue of *Practice Simplicity* when we will talk about how your practice can become free of insurance restrictions and the headaches of dealing with insurance.

If you would like a copy the Practice Potential Evaluation or more information about The Coaching Program, call 888-216-5249, or fax 918-294-1205, or email: coachprog@aol.com. ❖

The Coaching Program Overview

The Coaching Program is a continual personal coaching program with regular meetings of Doctor and Staff to help them progress. **Over the course of 22 to 24 months, The Coaching Program can help you enjoy having your practice the way you want it to be** through a combination of:

***12 Doctors' Continuums** – Consistent learning and follow-up on leadership issues and techniques have proven to be critical to getting your desired results. Each Continuum is a five-hour brainstorming session, facilitated by Dr. Willis, where each participant profits from the experience of others.

***3 Doctor and Staff seminars**, near the beginning, middle and end of the program. Six days of training on easy to implement systems, including a way to monitor *key* items that make the *biggest* difference.

***Case Acceptance Seminar** – During one of the 12 Doctors' Continuums, the Staff attends a one-day Case Acceptance seminar that speeds the enhancement of staff skills so that the *entire team* can effectively communicate with patients about long-term dental goals and the benefits of ideal, lifetime dentistry. We come to your area for all Continuums and

seminars so there are no costly trips for Doctor and Staff.

***Two in-your-office consultations** to work with you and your staff to get your results.

***Personal coaching** via toll-free telephone, fax or email to *answer any question about any topic* pertaining to your practice.

***Training Video/audiotape sets** support systems taught by The Coaching Program.

***Conference calls** that enable virtual round-table discussions of current dental topics with dentists from all over the country.

***Periodic topical audiotapes and newsletters.**

***Tapes and reading materials.**

***Monitoring System** – You and your staff learn a system to .

With ongoing coaching and follow-up, you are able to keep moving toward your practice goals. **You choose your practice model and we coach you to get your desired results.**

For more information call 888-216-5249 or fax 918-294-1205 or email coachprog@aol.com. ❖

Dr. Jim Crandall Says Thanks!!!

Not long ago, we received the following letter from Dr. Jim Crandall of Port Orange, Florida.

"I wanted to send you a short note to tell you how very happy both my wife Crystal and I are with what we have experienced with the Coaching Program and Dr. Bob and (Mrs.) Natalie Willis.

My staff has never been so enthusiastic about anything we have ever done dentally. Bob and Natalie are so able to relate to us. They really understand how to get to the issues – and quickly!

The day after the Dynamo (the initial training seminar for the Doctor and Staff) I was in my lab working when the phone rang. It was Bob: "I'm at the intersection of Highways 92 and 95. Where are you from here?" I couldn't believe my ears. He and Natalie had canceled their flight home and driven from Orlando to Daytona Beach just to see my office. There were major structural changes I wanted to make in my office. So, they came to give me their recommendations. **Bob and Natalie were concerned enough to put me ahead of their personal schedule. You can't buy that level of personal involvement.**

I have tried several other

management programs and success did not come with any of them. So, you can imagine the reception I got at home when I mentioned to Crystal that I was considering enrolling in the Coaching Program. 'Haven't you learned yet', Crystal said. 'You are you and we are just stuck where we are!' She begged me not to throw away more good money on yet another management program.

"I must tell you, the Coaching Program delivers as promised. The changes have been easy to make and the results beyond anything you would expect."

After one or two programs and tens-of-thousands of dollars and a lot of our time invested, with no results to speak of, you get reluctant to try again.

Your staff offered several names of clients for me to call. God bless them for taking the time to level with me and answer my questions. I was nervous, when we signed up. I bet most prospective clients feel the way Crystal and I felt.

I must tell you, **the Coaching**

Program delivers as promised. The changes have been easy to make and the results beyond anything you would expect. I would recommend this program to any dentist who wants to make significant improvements in his or her practice. I would not have ever had the belief system necessary to make the needed change without Dr. Willis' reasoning and encouragement. He helped me put simple and easy to do things in place to help us right away. He has helped me **see things more clearly and get the results I've always wanted.**

Bob also showed us ways to **help our patients get the dentistry they needed.** With his coaching, we now get paid cash, in full, up-front, in-advance of any treatment whether they have insurance or not. No insurance, no billing, no chasing payments. Can you beat that? **I have already gotten more out of this program than anything else since graduation from dental school. I can't understand why someone would wait to get involved with Bob. The investment in this program is nothing compared to what you get. You can't afford *not* to sign up! If you're still hesitant, give me a call. You really can't afford to miss this opportunity!"** ❖

Life is Meant to be Lived!!

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By Dr. Bob Willis

4. **Give up the need for perfection.** Continually strive for progress and know that for mankind, perfection does not exist. Do your best and accept the results. Striving for perfection creates anxiety, guilt, frustration and martyrdom. Perfection stops you from trying new things for fear of imperfection. If you are a perfectionist boss, you'll drive the mortals nuts. You end up doing things yourself, because no one can do it the "right" way. They probably wouldn't do it the way you do; they'd probably do many things better if only given the chance, some encouragement and proper training.
5. **When the workday is over, leave your work at work.** When the workday begins, don't bring the home to your work. When the workday is over, it's over. When you are home, be there. At work direct your full attention to your duties. Successful individuals focus on their daily activities, living each hour with full attention to the task and pleasure at hand.

Decide how you want your life to be. Enjoy it now. Don't wait until you retire, have enough money, have enough time, etc. Relax, plan your life. Your profession should support your personal growth, development and peace of mind. You should arrange your profession to fit your life, not arrange your life to fit your job. Do what is important and adds value to your life, then you can start to look forward to the office and fulfilling your professional goals and aspirations. Have the time you desire for your family and other interests. We have a great opportunity to be leaders in our communities, but only if we have our lives in order. Start getting your life in balance now. Don't wait until late in life to discover that "life is meant to be lived." ❖

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Upcoming Groups

Our next Coaching Groups are being formed in Columbia, SC, Raleigh, NC and Orlando, FL.

Call Jack Wunderlich at 1-888-216-5249 for further information or email: coachprog@aol.com

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Readers are invited to submit, for the Editor's consideration, brief reports or suggestions for articles .
Questions are also welcome and may be answered in print.

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"I was looking for less stress, more harmony, more money and more time off. All of my expectations have been fulfilled. Bob helps you clarify a plan that fits you, the individual dentist, then coaches you so that it gets implemented."

Dr. Brendan Dwyer, Ft. Myers, Florida

"I enrolled in The Coaching Program because of stress, stress, stress! I was seeing all the patients I could see and doing all the dentistry I could do. I was stressed to the max. I was not doing the dentistry I was trained to do. Bob has helped me accomplish a lot more of the things I wanted to do. Being able to create days the way you want them instead of the way the patients dictated them has been a godsend. Bob's coaching helps us all keep focused on what will make the biggest difference and what is important for our practices at the time. The coaching process makes you intelligently evaluate the way you run your business.

Dr. Larry Holt, Hickory, N.C.

"We cut back our work days dramatically, but daily production has increased dramatically, so we're ahead of where we were. We don't deal with insurance anymore. We've streamlined our operation considerably. Because of the way we now can really take of patients, the patients we're getting now are good patients who are willing to pay at the time of service."

Dr. Mark Wilkinson, Greensboro, N.C.

"The Coaching Program has provided a model for our office to help it run more efficiently, more productively, and more profitably. It has empowered each staff member to be a leader but yet work together as a cohesive team committed to the welfare of our patients and the success of our practice. Our team of professionals contribute to a well-informed patient who is treated respectfully with integrity and provided outstanding state of the art dentistry. This fosters relationships that last a lifetime."

Ms. Rita Elder, R.D.H. with Dr. Mike Puckett, Jamestown, N.C.