

# Practice Simplicity

Breaking through complexity to better, more effective dental practices

## INSIDE THIS ISSUE:

Practice Potential Evaluation Part 4	1
Coaching Program Overview	7
Dr. Henry Benson's Success Story	2

## Evaluate Your Practice Potential

### WHY DO THEY CALL IT DENTAL INSURANCE?

Why do they call it *Dental INSURANCE*? Well, dental insurance companies do attempt to ensure that:

- **You will be unable to** do the type of dentistry that lasts the longest and has the best value for your patients!
- **You will be unable to** use the most up-to-date procedures and do the types of dentistry you most enjoy!
- **You will be unable to** be paid at the time the services are provided!
- The insurance company will be massively profitable at the expense of the patient and the dentist!

**How can you rid your practice of the headaches and restrictions imposed on you by dental insurance companies?** This, perhaps, is the more important question. The answer, in part, lies with thoughtful planning and skill-enhancement, but mostly in "ASKING the RIGHT QUESTIONS."

When you ask the right questions, the right way, and listen carefully to the answers, you can do more of the dentistry the patients deserve and you enjoy doing rather than doing the dentistry that the Dental Insurance company requires, and YOU CAN GET PAID IN FULL, at the time of service, or BEFORE!

First, let's start with some questions for you.

- Why are YOU a dentist?
- What kind of treatment do YOU most enjoy providing?
- Why do you continue to do treatment YOU don't enjoy?
- "Who" do you want to treat and what services will you gladly provide?

If these questions aren't important to you, then insurance restrictions probably don't bother you. However, if you're not doing the kind of dentistry you want to do because insurance companies keep getting in the way, then it's time to do something about it!

Find a quiet place and think about these questions. Once you have the answers, make sure that you and your staff get the necessary training to provide the best possible treatment. You *must* stay abreast of the most advanced techniques and materials. But,

## UPCOMING EVENTS

- **Dynamo-**  
-November 7-9, 2001  
Atlanta, GA
- **Introductory Seminars-**  
**"Just Let Me Do The Dentistry!"**  
-September 10 (7-9 pm)  
Atlanta, GA  
-September 12 (7-9 pm)  
North Atlanta  
-September 13 (6:30 pm)  
Warner Robins, GA  
-September 17 (7-9 pm)  
Cleveland, OH  
-September 18 (7-9 pm)  
Cincinnati, OH  
-September 19 (7-9 pm)  
Columbus, OH  
-September 20 (7-9 pm)  
Pittsburgh, PA

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.

(Continued On Page 3)

The Coaching Program  
10020-C S. Mingo Rd., Tulsa, OK 74133  
1-888-216-5249 email: coachprog@aol.com Fax-918-294-1205

## Why Work With Bob Willis And The Coaching Program? Let Me Count The Reasons..... By Dr. Henry Benson

“My partner and I have two offices and an associate doctor who works with us at one location. Before The Coaching Program, we were running from chair to chair and were worn out at the end of the day. The staff and doctors were stressed. Everything was “Fix it.” Fix this tooth, fix that tooth, take care of this emergency, and take care of that emergency. It was not fun to come to work. A lot of stress came from never knowing what to expect on the schedule. We didn’t have any goals. We didn’t know where we were headed. We just accepted the results at the end of the month. We were very much focused on single tooth treatment; taking care of the immediate problem and not looking at the broader picture. Therefore, patients often came back with subsequent problems that interrupted our day. It would have been better if we had taken care of all of the other problems in that particular area of the mouth in the first place.

Working with Bob has taught me how to focus on the total well being of the patient; how to look at their overall dental health and treat them with long-term rather than short-term solutions. **It gives me much greater satisfaction when I do complete treatment** in an area of the mouth and know that that area is going to be strong and stable for a long time to come and that I don’t have to worry about fixing an adjacent tooth when it breaks.

**After working with Bob, our schedule is much better.** The mornings aren’t as hectic as they used to be. We used to see seven or eight patients in the morning, plus check hygiene patients, plus stick emergencies in between the scheduled patients. Now, we concentrate on one, two or maybe three patients in the morning. The

mornings are much easier, and as Bob suggested, the morning is a much better time to do our more technical work because we’re fresher. It makes a world of difference when you do that kind of work in the morning versus doing it in the afternoon when you’re tired. We still have our aerobic time in the afternoon, but that’s more of a winding-down time of the day because we’re not doing such detailed technical work. And, we now have specific times for emergency patients so we don’t have interruptions or surprises in our schedule. The schedule isn’t perfect yet. We’ve still got a way to go, but there’s a lot less stress for the doctors

“.....the investment was a drop in the bucket compared to the rewards ”

and the staff. **In spite of being less busy and less stressed, we’ve seen our production and collection increase considerably.** The staff appreciates the changes in the schedule and they also have benefited from our increased production and collection because of additional income they have earned from Bob’s additional earned income system.

I especially like about that we keep in frequent touch with Bob and The Coaching Program. You get motivated initially when you try something new, but then you tend to get back into your old habits. The fact that we meet with Bob every month or two, keeps us focused on our goals

Even our **patients see a difference in our practice. We communicate better.** We have

always been concerned about our patients’ well being. Because of the way doctors and staff communicate with our patients, it’s now more obvious to them that we want to satisfy their long-term goals of a healthy mouth that’s going to last them a long time. Patients also get more individualized attention because we’re not rushing them through the office.

We had a concern initially about the cost of The Coaching Program, but we recouped our investment in the program within the first eight months. **We quickly realized that the investment was a drop in the bucket compared to the rewards we get from the program.** Looking back, we have no regrets whatsoever about investing that money. It was well worth it. Over and above the financial return, I have a better outlook on the practice of dentistry. **It’s a lot more enjoyable coming to the office each day knowing that you have a big case coming up, with no interruptions and that you have the time you need to accomplish what you have to do**

We also wondered if it was the right time for us to do The Coaching Program and if we *had the time* to work with Bob. Well, I’ve learned **that any time is the right time to work with Bob. The sooner the better** - before you get into habits that are hard to break. It’s something we should have done a long time ago. It would have saved us a lot of stress. In fact, if you feel like you’re too busy to do The Coaching Program, that’s why you need it! The Coaching Program will make you more efficient. It will free up your time. There’s not a wrong time to work with Bob.”

**Dr. Henry Benson, Sandy Springs and Marietta, Georgia ❖**

# Evaluate Your Practice Potential

(Continued From Page 1)

technical skill enhancement is usually the “easy part”.

More often than not, the most difficult part of becoming “independent of dental insurance” may lie with your ability to recognize that the bulk of the dentistry YOU want to provide is *discretionary*. We often have a hard time admitting that most of our patients can *make it just fine* with very little of the dentistry *we* feel that they should have. And, by the way, teaching patients dentistry doesn’t change the way they feel.

How do you change the way patients feel? Change the way you present! The doctor and staff *must* have outstanding case presentation skills. That means that they must be able to ask a few very good questions, then be quiet and *listen* to the patient. Questions such as: ***What are the patient’s long-term dental goals?*** (If the patient doesn’t have any, then he or she is not a candidate for the kind of dentistry you probably like to do.)

On the other hand, if the patient places a premium on comprehensive, ideal, lifetime dentistry, then you are talking to a patient who is probably more interested in the kind of dentistry that serves the patient best and you enjoy doing. At this point, it’s not a matter of articulating the fine points of modern dentistry (if they cared about that stuff, they would have gone to dental school.) It’s now a matter of **assuring the patient of what’s possible for them, and making that care affordable... without** the dependency of dental insurance.

That means you need to offer financing to your patients. That does *not* mean that you go into the finance business or become a financial institution. Please note: *There are lots of people already in that business. People who are far better equipped than you are to evaluate credit risk and manage a payment plan. They are eager to make their financing available to your patients.*

Be sure that you and your staff are well trained and have the necessary verbal skills to enable all of you to discuss finances with your patients. Enhanced communication skills in the financial arena enable staff to *comfortable and effectively* discuss financial arrangements. Realize that you are not competing with other dentists; you are competing with all of the other forms of discretionary spending...cars, vacations, big screen TVs, boats, and on and on and on. Remember, the value of modern long-lasting dentistry is a far better value than any of the things with which it competes.

Finally, the insurance-independent practice must be service oriented. Your patients lead busy lives. When a patient accepts *ideal* treatment, they rightly expect *ideal* service and to be treated promptly. They don’t expect to:

- spend time in your waiting room or...
- spend time alone in the chair while you see other patients.

That means you must schedule effectively and save blocks of time in order to assure availability. You must be able to repeat a productive, stress-free schedule day after day after day.

In our new ***Doctor’s Satisfaction Evaluation***, The Coaching Program presents a criteria list, composed of 20 very important and key evaluation points, that you can use to determine how close you are to enjoying the *full* potential of your practice. In each issue of **Practice Simplicity**, we examine and discuss one key evaluation point each month from this evaluation. Watch for the next issue of **Practice Simplicity** when we will ask, **“Do You Routinely Present Complete Ideal Treatment that Patients Value, Appreciate and Accept?”**

If you would like to use the **Doctor’s Satisfaction Evaluation** to assess the full potential of your practice, or if you would like more information about The Coaching Program, please call or contact us **Toll Free at 888-216-5249, or email us at [coachprog@aol.com](mailto:coachprog@aol.com) or send us a fax at 918-294-1205.** ❖

## 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 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.

- \***Skills Enhancement Seminar** – A Doctor’s Continuums that the staff attends. It 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](mailto:coachprog@aol.com). ❖

**INSIDE THIS ISSUE:**

Why do they call it Dental Insurance?	<b>1</b>
Coaching Program Overview	<b>3</b>
Dr. Bill Hall's Success Story	<b>3</b>

## Upcoming Groups

Our next Coaching Groups are being formed in Atlanta, Georgia and Columbus, Ohio.

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

*Practice Simplicity* is published by The Coaching Program, 10020-C S. Mingo Rd., Tulsa, OK 74133  
Phone: 888-216-5249  
Fax: 918-294-1205

© 2001 The Coaching Program. All rights reserved.

Editor: Dr. Bob Willis  
Publisher: Jennifer Fenstermaker

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.

For more information about The Coaching Program, call 888-216-5249, or write to The Coaching Program, 10020-C S. Mingo Rd., Tulsa, OK 74133, or fax 918-294-1205.

Dr. Bob Willis  
The Coaching Program  
10020-C S. Mingo Rd.  
Tulsa, OK 74137

"So often we are told how to do things in a management seminar but we can't make them work in our own practices. Because of the follow-through in Bob's coaching program, we've been able to make those things work in our practice. I think Bob's communication skills are excellent. With his experience as a dentist, it is helpful because he knows where we are coming from. I would say the benefits are so great that you should do yourself a favor and get right with it!"

**Dr. Rick Bowen, Columbus, Ohio**

"Best thing I've ever gotten involved with. 'The Coaching Program' paid for itself in the first month. I've eliminated the kind of dentistry I didn't want to do and am doing more of the things I really enjoy. I've worked with Bob for over 5 years and our practice continues to flourish. It would be a grave mistake not to find out what he might be able to do to help your practice"

**Dr. Tom Ellis, Shelby, North Carolina**

"Dentists need business training and Bob's stuff works. Working with Bob really gets the staff involved. The staff has been enjoying \$800 and \$900 monthly bonuses. The investment is peanuts. Our production went up \$10,000 per month just like that. \$10,000! I also like having Bob available to bounce ideas off. Anyway, I've got a tee time in 30 minutes so I'm done. Thank you!!"

**Dr. John R. White, Greenville, South Carolina**

"It made my life fantastic! I didn't learn business in dental school, Bob taught me that. I still can't believe what we, as a team, have accomplished in our practice"

**Dr. Mike Puckett, Jamestown, North Carolina**