



## How Healthy Is Your Practice?

Has your practice had it's annual physical? Where does your practice need attention for it to be optimally productive? By using your practice statistics, we can easily determine the health and well being of your practice.

### The Diagnosis

Just as we would gather data on our patients we will gather practice data to properly diagnose your practice. You can then decide if you are "healthy" enough or would like to enjoy improved health for your practice.

1. Write down your annual production \_\_\_\_\_  
Write down your annual collection \_\_\_\_\_  
What % are you collecting? \_\_\_\_\_
  
2. Your annual collection is: \_\_\_\_\_  
Your annual overhead is: \_\_\_\_\_  
(not including your salary)  
Your % of annual overhead is: \_\_\_\_\_  
The difference between your annual  
collection and annual overhead  
should be your gross salary (before tax) \_\_\_\_\_
  
3. How many days are you working per year? \_\_\_\_\_  
How many weeks vacation do you take? \_\_\_\_\_

A practice has achieved optimal health when: A) The Doctor enjoys going to work. B) The type of dentistry done is what the doctor enjoys. C) The doctor works with an enthusiastic committed staff. D) The doctor has low stress and financial peace. and E) Dentistry is the professional part of the doctors life. The doctor and staff have real lives outside of dentistry.

### The Healthy Practice

1. You should collect 98% or more each year. How are you doing?
2. A healthy practice has an operating overhead of 55% or less. How do you compare?
3. I also find that the more one works over approximately 180 days/year, the less productive they are and there is less time to enjoy nonprofessional pursuits.

I also find that one of the major reasons for us to become less than enthusiastic about dentistry is that we don't take time off to recharge our batteries. I recommend six weeks vacation, about one week every two months.

Dentistry is very demanding. We work in a patient's intimate zone discussing intimate concerns and do surgery while the patient is awake! No wonder we need periodic breaks, but rarely do I find us pacing ourselves so we can enjoy our careers.



I've had the opportunity as a dentist to meet lots of wonderful people. Most of them are seeking warm relationships, opportunity to help others, personal and professional well being and financial security. Dentist as a group tend to be very proficient in their profession. Our work functions and lasts far better than most. We are held in high regard by the public. Yet many times I find my colleagues are disillusioned and not happy with their career choice. They are not enjoying the satisfying life they have envisioned.

So, if you're not enjoying it or attaining the practice of your dreams, let's do something about it. Let's get the practice healthy!

I will be writing a series of articles to help you develop a healthy practice that fits you. Each quarter we will work on different areas to build a solid foundation for your business.

Our philosophy of building the practice to fit the doctor will be addressed at the AGD Meeting this September in Orlando.

For a free audio tape on how you can start enjoying the benefits of a Healthy Practice call Jack Wunderlich in The Coaching Program Office toll free at 1-888-216-5249.