

Practice Simplicity

Breaking through complexity to better, more effective dental practices

Success Through Simplicity

By Dr. Bob Willis

Most things in life are quite simple; unfortunately we humans love to complicate them. In this age of more complexity, our environment and our circumstances, tend to direct our lives at an ever-increasing pace. This is especially true in dentistry. Time was, we were able to go to our offices, do the dentistry we were trained to do, with little outside interference, and far less stress.

Almost everyone feels the frustration of having too little time. No matter how hard we try, we just can't stretch it far enough. An ancient Chinese proverb says, "*In addition to the noble art of getting things done, there is the noble art of leaving things undone*". This wisdom of life reflects the elimination of non-essentials. Do we really think of leaving things undone as a noble art? Most of us don't. After all, being busy is a virtue, and more is better, right? When things go undone, we feel guilty and frustrated, wanting to do more, not less. Yet, the inevitable truth is that--*We can't do everything and-- the wisdom of life truly is, the elimination of non-essentials.*

Maybe this is the key we've been missing. Leave the essentials *undone*, and we have problems. Leave non-essentials *undone*, and nothing happens. The difficult part, of course, is separating *essentials* from *non-essentials* (they don't usually come neatly labeled).

Identifying the essentials requires thinking about what YOU want to accomplish, and considering which activities will actually help you achieve the intended result. What contributes, and what doesn't? When we stop to think about it, most of us have little difficulty separating the two--It's just that we don't often stop to *think* about it. Distinguishing essentials from non-essentials often requires less effort than we imagine. Failure to drop the non-essentials exposes us to severe risk. As we clutter up our lives with junk and problems. By doing so, we learn to focus on the essential rather than worrying about the non-essentials that we no longer have time for.

Knowing what to do and what not to do isn't easy. On top of that, when does one have the time to evaluate all practice systems, let alone put systems together that work together harmoniously and support your long term practice and professional goals? Do yourself a favor. Take a look at attending one of our "Breakthrough" Seminars where you and your staff will learn the most effective practice systems that will allow your practice to soar. We'll lay out the simple systems step by step. You'll know what to do and when to do it. You'll leave with a blueprint for massive success. The "Breakthrough" Seminar has produced incredible results. In just 3 short days you and your staff will be on the same page. You'll know what to expect and they'll know what to do to get instant results. You'll be amazed at how it works. Best of all, there is a No-Risk Guarantee. Call Jack at 1-888-216-5249 for the details. ❖

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UPCOMING EVENTS

- "Breakthrough" Seminar -
 - May 1-3, 2002
Charlotte, NC
 - June 5-7, 2002
OH/KY/PN Area

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 value of an idea lies in the using of it." —
Thomas Edison
(1847-1931)

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

Dr. Bill Hall's Success Story

"I was doing pretty well before I joined The Coaching Program. My practice was very busy. There were things I wanted to do to get the practice to the next level, but I just didn't seem to have the vehicle to get there. My case acceptance was not the greatest in the world because our treatment planning and case presentation was pretty hit and miss. We weren't talking to patients the right way about treatment and we didn't have anything in place to help patients finance more involved work.

Our days were very hectic and disorganized because there was no reason or uniformity in the way we scheduled our patients. I had a good staff, but they weren't properly organized or motivated. And, I wanted to do better financially.

Things are better because of The

Coaching Program. Our patients have benefited because we now have a system to create treatment plans for ideal dentistry and we do a better job of telling our patients about those treatment plans. As a result, more of our patients are accepting

"We now have a defined plan for scheduling and our days are more organized..."

ideal dentistry. Another result is that my financial reward is much greater than it was and so is the staff's. There is no doubt our staff is now one of the highest paid staffs in Macon.

The staff is also more motivated.

They want to do better for themselves and for me. There's motivation for the practice to do well overall.

We now have a defined plan for scheduling and our days are more organized so we schedule more effectively for ourselves and for our patients.

Paying for The Coaching Program has not been a problem because I have more than recovered my investment. In fact, there is no doubt that my investment in The Coaching Program has been returned to me many times over.

I encourage everyone to use The Coaching Program to help them get their practice to the next level. The right time to join The Coaching Program is as soon as possible. The sooner the better!" ❖

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.

***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. ❖

Evaluate Your Practice Potential

Are your total accounts receivable equal to 2 weeks production or lower?

If you read the last issue of *Practice Simplicity*, you probably recall that the ‘Evaluate Your Practice Potential’ section asked if you routinely present complete, ideal treatment that patients value, appreciate and accept. Now maybe you’re wondering, “If the subject of this article is accounts receivable, then why are we talking about case acceptance?” Well, the two issues – your case acceptance rate for ideal treatment and your accounts receivable balance – are more closely related that you might think.

The last issue of *Practice Simplicity* talked about communication techniques that we teach in The Coaching Program to help you increase case acceptance for complete, ideal treatment. We talked about asking questions that will help you identify patients who *want* ideal treatment and we talked about asking questions that help your patients focus on the *long-term value* of complete, ideal treatment. But there are a couple of important questions that your *patient* will ask that come between *wanting* and *having*. Those questions are, “How much will this treatment cost and can I afford it?”

If we’re going to enjoy a high rate of acceptance for complete, ideal treatment, then we must also be prepared to make that dentistry *easily affordable* for our patients. If we’re going to compete for discretionary dollars, such as a \$15,000 home improvement vs. \$15,000 worth of ideal dentistry, then ideal dentistry must be as easily affordable as anything else the patient may be considering. Let’s consider our task in terms of another consumer item with which we sometimes compete – a new car. Once a car dealer learns that someone *wants* to buy a new car, the dealer does everything possible to help that person get the car he or she wants. A new car is always many thousands of dollars – probably more than the treatment plan you will present – but the focus of the car dealer is to help the buying public *get what they want*.

The central business aspect of dentistry should be identical to that of any business that serves the public – to help people get what they want. Unfortunately, in dentistry some patients don’t get the ideal treatment they want simply because dental offices don’t take the time to learn about financial arrangements and how to present them. Even worse, some patients don’t get to consider the treatment they may want – *and deserve* – because a dentist or a staff person makes the affordability judgment for the patient.

It’s also worthwhile to note that car dealers are careful to protect their own interests while helping customers get what they want. That is why car dealers don’t offer any of the following financial arrangements:

1. Make a down payment and pay “something every month” (or when you want to).
2. Deliver the car with no financial arrangement, or worse yet...
3. Deliver the car, but don’t tell the customer the total investment. Leave it up to the lady at the front desk to break the news.

And yes, even car dealers can’t lose a little on each financial arrangement, but make it up in volume.

Financial arrangements aren’t rocket science, but they are vitally important. Take the time to learn about the array of financial arrangements that are available, and the communication skills that will make your staff both *comfortable and effective* in presenting that array. When your staff can expertly offer your patients a complete array of financial arrangements, your patients will see how they can afford the ideal treatment they want and deserve, you will enjoy a higher rate of acceptance for the dentistry you most enjoy doing, and no more than two weeks of your production will be tied up in accounts receivables.

Call 888-216-5249 to learn about our financial arrangements training video, *Easy, Predictable Patient-Friendly Financial Arrangement..* ❖

“Before we were introduced to The Coaching Program several years ago, we worked Monday through Friday, 8am to 8pm, seeing everything from root canals to extractions, and had an accounts receivable balance of \$160,000. We now work 8:30 to 5:00, Monday through Thursday, our accounts receivable balance is now \$10,000, we average over \$1000 bonus per staff member per month, and have patients that bring us gifts and actually pay us at the time of service. The Coaching Program has totally changed our dental practice and we now love what we do! **Dawn Hall, Drs. Kulp and Reid, Winston Salem, NC**

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Upcoming Groups

Our next Coaching Groups are being formed in the Carolina's, Ohio and Kentucky.

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.

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.

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"Prior to The Coaching Program, we offered several financial options, just as we do now. The difference is that we offered them all at one time, with no pauses, and then had the patient choose one. We were overwhelming them with options without communicating the benefits or value of each option. This left the patient too confused to make a decision. When we received the sample scripts, we modified them to fit our practice and then implemented the system. Since that time, we have been so much more successful in getting patients to schedule treatment and have a firm commitment from them on their method of payment. Thank you!" **Mary Linda, Dr. Lee Ann Hovious, Knoxville, TN**

"When I first started working with Dr. Joe Palmer 2 years ago, I had no experience working in a dental practice. So, everything was very new to me. Within the first 4-6 months Dr. Palmer put me through all of The Coaching Program classes. It really helped me with financial closings. I think the most important things I've learned were how to make sure new patients feel comfortable in our office, and financial arrangements and closings. Once you feel confident about yourself it becomes so natural. Dr. Palmer, Janice and Kim have helped me see how Coaching Program systems have really worked in our dental practice! **Celia Bridges, Dr. Joe Palmer, Piedmont, SC**

"How much? I can't afford it. I don't have that much money! Does that sound familiar? It does to me. How many times have you wanted something expensive and if you had to pay for it all up front you would not be able to have it? A house, car, motorcycle or even new furniture are some of the things we would like to have, but if we could not make monthly payments, those things would not be possible. The same is true for patients wanting excellent dentistry. Finding out what is financially comfortable is important to our patients and to our practice. Knowing they can have healthy teeth and gums without compromising other financial obligations gives them a reason to smile. Knowing we have made a difference in someone else's life makes our job worthwhile."

Crystal Cashion, Dr. Donald Cheek, Statesville, NC