**Five Strategies of Highly Successful Dental Practices**

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***Strategy #1: Creating and Retaining a Dream Team***

**Hiring for Excellence**

1.

2.

3.

4.

5.

6.

7.

8.

**On-boarding/Orientation: 5 days**

**Hot Topics:** What are the top ten things this employee needs to know immediately?

Business Team:

Clinical Team:

Hygiene Team:

**Training**

**Retention**



**Respecting, Understanding, and Accepting Others’ Behavioral Styles (DISC)**

**D: Direct/Dominate**

Description:

Motivator:

Fear:

Could Increase Effectiveness If:

**I: Influencing**

Description:

Motivator:

Fear:

Could Increase Effectiveness If:

**S: Steadiness**

Description:

Motivator:

Fear:

Could Increase Effectiveness If:

**C: Conscientiousness**

Description:

Motivator:

Fear:

Could Increase Effectiveness If:

***Strategy #2: Increasing production by reducing openings and cancellations in your practice***

**1**. **Ideal day scheduling:**



**2. Controlling the schedule by offering choices:**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Avoid:**

"What time will work best for you?"

"Is there a day or time of the day that works best for you?"

"When would you like to come in?"

**3. Productive / long and difficult procedures:**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Avoid:**

"We always do implants in the morning because Dr. Criss is fresher."

"We only do these kinds of appointments in the morning."

**4. Confirmation Process:**

* Text and email through Patient Engagement Systems
* Phone calls 48 hours in advance

"Mrs. Jones, this is Amy from Dr. Anderson’s office. Dr. Anderson wanted me to call and let you know she is looking forward to seeing you Tuesday at 3:30. As you know, we kindly request 48 hours or two business days’ notice if you need to change your appointment."

**5. Short cancellation:**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Avoid:**

"Oh, that's O.K. Do you want to reschedule?"

"We reserved that time just for you. I will not be able to fill it with this late notice."

"I will put you on our cancellation list."

**6. Cancellation less than 48 hours’ notice:**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**7. Second last minute cancellation:**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**8. Phone message:**

"Thanks for calling Ascent Family Dentistry. We are out of the office until Tuesday at 8:00 am. If you are having a true dental emergency and are a patient of record, you may reach the doctor on call by pressing #1. If you are calling to reschedule an existing appointment, please keep in mind we kindly request 48 hours’ notice or two business days to reschedule any appointment. Thank you for calling."

**9. Customer Service Skills**

I wish I could, however……

I would love to be able to however...…

My pleasure….

***Strategy #3: Improved Cash Flow***

**GOALS**

* Healthy Collections are \_\_\_\_\_% of adjusted production.
* Healthy Accounts Receivable is \_\_\_\_\_\_ or less of average adjusted monthly production.
* Healthy “over 90” day accounts is less than \_\_\_\_\_%.

**12 Tips to Improve Your Cash Flow**

1. Patients receive \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and treatment is phased as needed.

2. Doctor presents \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_and handles all patient objections to treatment

3. Financial administrator is involved in all \_\_\_\_\_\_\_\_\_\_\_\_\_ and major treatment plans.

4. The Doctor does not do any \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with patients, but refers them to the Financial Administrator.

5. Financial arrangements are done in a \_\_\_\_\_\_\_\_\_\_\_\_ area.

6. Billing occurs a minimum of \_\_\_\_\_\_ a month, divided by the alphabet.

7. Interest would be charged for all accounts over \_\_\_\_\_\_\_.

8. Start \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ when a patient does not respond to the new financial arrangements or does not call back.

9. Calculate and collect \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ at the time of service.

10. Outside financing is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

11. Build \_\_\_\_\_\_\_\_\_\_\_ before major treatment

12. Consider adding a \_\_\_\_\_\_\_\_\_\_\_\_\_\_ to your practice.

**Killer Words and Phrases**

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. “Let’s bill insurance first and see what they pay. Then I will send you a bill for the balance.”

***Strategy #4: Asking for Referrals***

**Why:**

**When:**

**Who:**

**Step 1**: Ask for or receive a compliment

**Step 2**: Quality Statement

**Step 3**: Transitional Statement

**Step 4:** Asking for a Referral

***Strategy #5: Be the Best Leader and Team Member You Can Be***

* Celebration: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Fun: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Respect: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Have a \_\_\_\_\_\_\_\_\_\_ impact on your \_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* Work \_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_, and \_\_\_\_\_\_\_\_.
* Participate in community \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ projects.
* Socialize \_\_\_\_\_\_\_\_\_\_\_\_\_\_ of the office.
* Be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Don’t play the \_\_\_\_\_\_\_\_\_\_\_\_ game!
* Gratefulness: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

***About Amy Kirsch***

Amy Kirsch is a nationally known dental practice management speaker and consultant. For over 20 years, Amy has provided customized consulting services and training for dentists and their teams on topics including practice analysis, leadership training, scheduling for success, internal marketing, customer service skills, cash flow analysis, effective communication skills, hiring for success, and new owner success.

Amy has been a dental assistant, office manager, and a dental hygienist and brings her clinical, management, and dental consulting experiences to her presentations. Amy is the publisher of “The High Performing Dental Practice” training series. Amy is a member of the Academy of Dental Management Consultants and the Academy of Dental Office Managers. She has been a Senior Dental Consultant with the Pride Institute for seven years, an Associate Professor at the University of Missouri Kansas City, a Visiting Faculty Member of the L. D. Pankey Institute and is currently a Clinical Assistant Professor at the University of Colorado School of Dental Medicine.