

Why **Dental Teams Fail**

*Secrets of Creating a
Culture of Success*

by **Steven J. Anderson**

Steven J Anderson



Total Patient Service Institute

TotalPatientService.com | 877-399-8677

About:

Steven J. Anderson

www.StevenJAnderson.com

Steven J. Anderson — as an entrepreneur, presenter, author, and philanthropist, Steve Anderson has educated and entertained professionals, emerging professionals and business leaders around the world. He is the founder of an entire network of professional development organizations, the author of numerous books and training programs, and a co-founder of the largest charitable campaign in dentistry, *Smiles for Life*. Among the many honors he has received, he has been named “*Businessman of the Year*” by *Excellence in Dentistry*. www.StevenJAnderson.com



Dentistry's leading case acceptance resource. Increase team harmony, team case acceptance results, accountability and practice performance through ToPS courses and guidance from a ToPS Practice Advisor. For a FREE copy of the ToPS Special Report “*What Patients Really Want*,” call 1-877-399-8677 or e-mail Answers@TotalPatientService.com www.TotalPatientService.com



Creating a Culture of Success – The *Crown Council* is the home of dentistry's leading practices committed to the process of continuing improvement. Tap into dentistry's best leadership, team building, and patient service resources for the ongoing success of your team. See how by submitting your request today at: www.CrownCouncil.info or call 1-800-276-9658.



Over the last 15 years, the *Smiles for Life* campaign, powered by the *Crown Council*, has become dentistry's largest “cause related” marketing campaign benefitting children's charitable causes around the world. Join leading practices around the world as they embark each year on a whitening campaign that raises millions for local, national and world charitable causes. Do better in your practice by doing good! To see if your practice qualifies to participate, call 1-800-276-9658. www.SmilesForLife.org



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Why Dental Teams Fail!

Secrets of Creating a Culture of Success



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DENTAL
WARRANTY



Youth Success

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Why Dental Teams Fail!

Secrets of Creating a Culture of Success

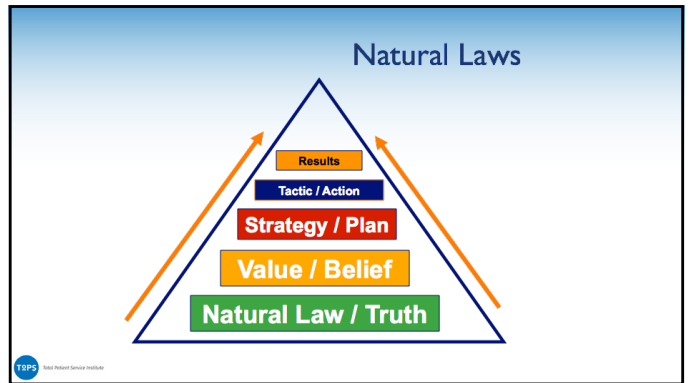
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EAGLE Youth Success
CROWN COUNCIL Creating a Culture of Success™ in your practice
TOPS Total Patient Service Institute

Smiles for Life

Failure to create a Culture by Design

Culture is the combination of _____ and _____ and how an organization and the people in it _____ on them daily.



The Law of Emotion

Failure to manage

Approval!

Approval Addiction

Symptoms:

- **SICK and TIRED** of being ____ _
- **Feeling guilty** for the patient's condition..._____.
- Fear of being “_____.”

Symptoms:

- **Use of** _____.
- **Supervised Neglect** – Don't talk about it if it is “not _____”.
- Talking patients **out of** _____.
- Feeling **burned out**.

Symptoms:

- **No** _____.
- **Letting patients run the** _____.
- Playing the **blame game**.

What's your number?

“ ”

Morning Meeting Agenda:

1st Item...

What's the ____ _?

Supercharge Your Morning Meeting!

Good Day!

SCAN ME



Sign up to receive Morning Opportunity Meeting Action Thoughts!

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The Law of Success

Success:

The **progressive**
realization of a worthy
_____.

Accomplishment:
Arriving at a pre-determined
destination.

4 Questions

50% greater chance of
accomplishment
if _____.

100% better chance of
accomplishment if
_____ with weekly
_____.

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Success:

How you ____.

The Culture Cube

FULFILLED

UNPRODUCTIVE



Charitable



Rich

PRODUCTIVE



Broke & Depressed



Burned Out

UNFULFILLED

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The Law of Integrity

Culture Case Study

New Rules:

Rule 1: Follow the ____ - Be ____

Rule 2: Dump your _____. This isn't the old _____.

Rule 3: Show _____.

Rule 4: _____ the important stuff.

Rule 5: _____ others' ____ and _____

Rule 6: _____ each other's livelihood.

Rule 7: Honor the _____ of others.

Rule 8: Don't _____ what ____ yours.

Rule 9: Tell the ____ and don't _____.

Rule 10: Support and _____ each other ____.

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Culture Guide

Be Early:

Everyone wants to work with a team where everyone can rely on each other. It starts first thing every day. That's why we all agree that, "When you're early, you're on time; when you're on time, you're late; and when you're late, you're lost."

Be Happy to Do It!

Everyone likes to work on a team with individual members who are willing to do whatever it takes to make things happen. When asked to help or contribute, team members frequently respond by saying "Happy to do it." Having a willing attitude makes teamwork happen.

Failure to "Give back"

~~Give back~~

Cause Related Marketing:

% of consumers buy from a business engaged in cause related marketing over the competition.

Roper Starch Worldwide

Cause Related Marketing:



Cause Related Marketing:



www.SmilesforLife.org



Youth Success

www.EagleUniversity.org



Failure to develop



The Law of Systems:

___% Of Success is in the ___.

W. Edwards Deming



The “YES” System

M.O.M.

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Scheduled Production

vs.



Vilfredo Pareto 1897



80/20 Rule

- 20% of population = 80% of the wealth
- 20% of criminals = 80% of lost value
- 20% of motorists = 80% of accidents
- 20% of those who marry = 80% divorce
- 20% of carpet gets 80% of the wear.
- 20% of clothes you wear 80% of the time!

80/20 in Dentistry:

- 20% of patients = 80% of production.
- 20% of procedures = 80% of production.
- 20% of production = 80% of profits.
- 20% of the schedule will change 80% of the time.
- 20% of your time = 80% of the profit.
- 20% of patients = 80% of problems!
- 20% of team creates 80% of problems!



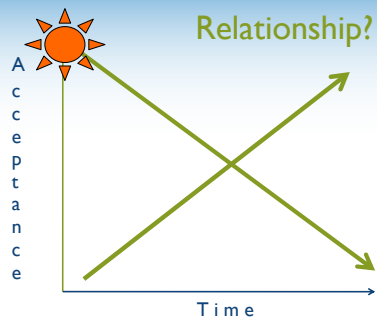
When Preparation
meets Opportunity.



New Patients



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Doctor's Schedule

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Hygiene Schedule

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**NO MORE
HYGIENE®** | Cure disease.
Save lives.
Grow your practice.

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Accountabilities:

New Patients – Admin.

Restorative – DA's

Hygiene - RDH

Emergency- Admin.

Failure to stay on
Purpose.

Purpose:

Create happy _____
_____ who _____ and
_____ and _____ more than it
_____ to _____ them!

The Law of Knowledge

The more you _____ about the patient,
the more they think you _____ about
what you are doing.

Business:

- ___% Never asked for the caller's name.
- ___% Took more than 8 rings to answer.
- ___% Said the price, and, without hesitation gave a list of other products or services.
- ___% Said the price, and, with no further comment, hung up!
- ___% Said they didn't know and asked the caller to call back.
- ___% Put the caller on hold for more than two minutes.

Dental Offices:

- ___% Never asked for the caller's name.
- ___% Never thanked the caller for inquiring.
- ___% Gave price immediately.
- ___% Gave price and nothing else.
- ___% Gave prices of each service separately (i.e. exam, cleaning, x-rays, etc...)
- ___% Phone was busy.



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Dental Offices

- ___% Said they didn't know and would have to check!
- ___% Said it depended on how much work there was and how bad the teeth were.
- ___% Said it would be more if the caller was a new patient!
- ___% Left caller on hold for more than 1 minute.
- ___% Took more than 3 rings to answer.



Failure to develop a

___ **Practice**



ROSEWOOD MANSION
ON TURTLE CREEK
DALLAS

Say "No" to No!

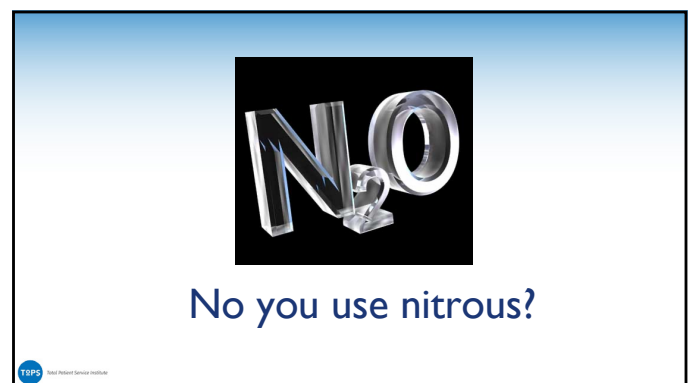
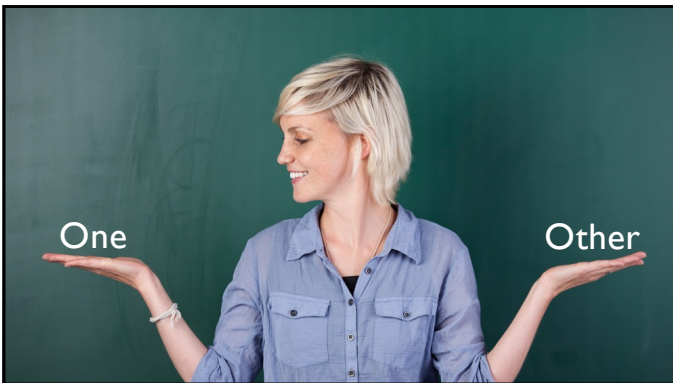
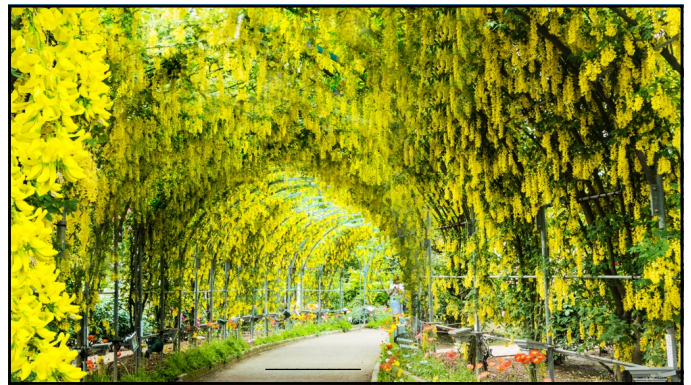
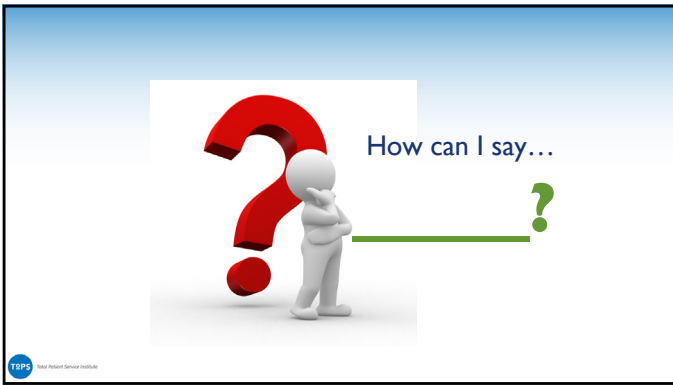


Be _____,
not _____!

_____, **don't tell.**

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Do you take my insurance?



We have a lot of patients with those same _____. We don't happen to be contracted with that company because we are an _____ which means we can work with most types of insurance.



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Would you like to know why our _____ with your benefits _____ our practice?



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What they _____ us is that they are not able to find the _____ of _____ and _____ service that we offer anywhere else.

In addition....



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...we help all our patients _____ their benefits by filing their claims for them. Would a Monday or a Wednesday appointment work best for you?



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Warranty

Product & Service Warranty:

It will be fixed if anything goes wrong.

- **Formal** – in writing.
- **Objective** and clear.
- Whether **you** are there or not.
- Whether **they** are there or not.



**DENTAL
WARRANTY**

DentalWarrantyCorp.com

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\$500 OFF
Startup Fee for
ToPS Clients

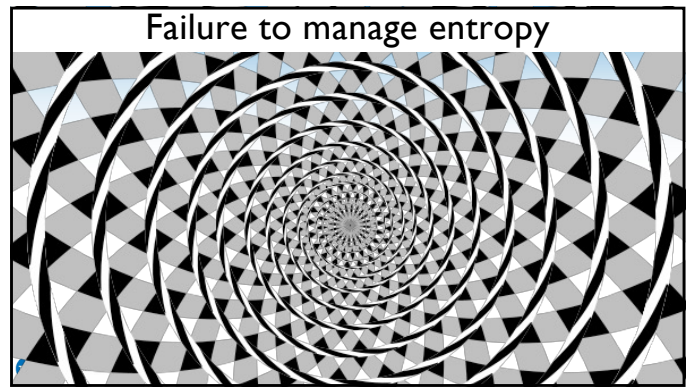
amazon.com
gift card
\$50

PLUS a \$50
Amazon Gift
Card When You
Complete a
Demo By Sept
30

scan to
schedule
a demo



DENTAL WARRANTY

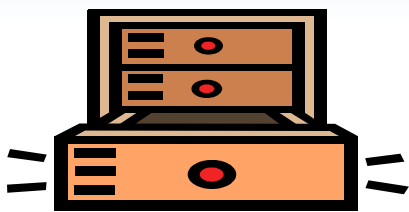


The Law of _____:

Matter, over time,
gravitates to its most
disorganized state.

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Your _____ Drawer...



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Patient Commitment

2 most powerful words
for patient commitment
and compliance:

_____ ?

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Finishing the presentation:



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Patient Commitment

- Do you see _____ good reason...
- Shall we _____ and get that scheduled today?
- Would it make sense to...
- Choice: Would Mon. or Wed. work better for you?



Failure to communicate



The Law of

_____ :
Patients will put as much
_____ and _____ on
their treatment as you do.



3 Degrees of Urgency:

“I am _____...”
“I’m not _____ with...”
“I don’t believe it is _____ /
_____ to...”



Recommend:

“I highly
_____...”



Go forward:

“Would you see if
_____ is still
available...”



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Summary

U - _____

R - _____

G - _____



ToPS Virtual Coaching



ToPS In-practice Coaching



ToPS Team Training



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HEAR “YES” More Often from Your Patients



Total Immersion In-Person Experience: The two-day, in-person, team event to take your patient service and case acceptance to the top. Discover the strategies, systems, verbal skills, practice forms and documents that are the secrets to hearing “Yes” to comprehensive care more often. This retreat experience will positively transform the way your entire team approaches team case presentation and acceptance.



Total Immersion Online: Discover the proven skills for presenting comprehensive treatment to which patients say “Yes!” Essential training for every team and team member to achieve the highest levels of Total Patient Service case acceptance results. Learn conveniently from your office or home during this 6-hour, online, interactive format focused on ToPS verbal skills for every position in the practice.



ToPS No More “Hygiene” Secrets to Modular Periodontal Therapy® In-Person Experience Two-days for the entire team, in-person, that will transform your hygiene department into a major source of practice production. Discover the **NEW** standard of periodontal Disease treatment. What you can **NOW** do for our patients **TODAY** will significantly improve their total health Tomorrow.



Leadership Academy In-Person Experience: Two-days for Doctors & Business Assistants, in-person training. Get the most up-to-date ideas on how to lead your team **NOW** through the biggest issues and challenges in dentistry.



Should You Be Insurance Free: Two-day in-person event where teams will learn how to strategize with the ToPS coaching team and top practices around the country to determine the answer of whether your practice should be contracted or insurance free. **Learn how to successfully develop your strategy for successfully navigating today’s changing dental insurance landscape, grow your practice and increase your profitability.**



Total Practice Support: Move your team to the **ToP** with expert direction and coaching from the ToPS Practice Advisor team. Every great team has a great coach. Win with **higher case acceptance, production, and profits** with the **Total Support** of the Total Patient Service Practice Advisor team. **Request your complimentary Practice Growth Analysis** and expert opinion on where to take your practice next.

For more dates and
information, scan here



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