Coaching Your Dental Team to High Performance

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Tax returns or extension applications are off to the IRS. Increasing profits and managing overhead in today’s dental world of higher competition, lower dental insurance reimbursement and sluggish dental consumer spending is imperative. Here are Five ProActive Strategies to consider that can provide more money in your pocket by the end of this year.

1. Review your procedure mix on both a Macro and a Micro level. This takes a little number crunching. Run a 12-month production report of all of the procedures done categorized by ADA code and provider. Is your practice within the profitability ranges below?

   - **Hygiene perio procedures** total (those ADA codes in 4000) should be at least 30 percent of each hygienist’s total production (unless you are Pedo)

   - **Dentist’s prosthodontic procedures** need to be 50-75 percent of his/her production.

**Macro view - How are you doing?** Can you add procedures to expand your services for your preferred patient group? Do you need a course in removable appliance ortho, sleep apnea, and implant surgery or full/partial dentures? The baby boomers are aging and need these high-profit services.

**Micro view - Look at your scheduling and clinical efficiency.** If you delegated more, could you add another prosthodontic procedure per day or per week to your schedule? Could you have the hygiene patient, or the emergency patient who needs a root canal and a crown, stay and “git ’er done”? Do you have a super sharp dental assistant who can complete almost everything but the injection and the bur on the tooth? One more crown per week, adds at least $30,000 to your bottom line. Lab is the only thing not already in your overhead.
2. **Increase Treatment Acceptance.** Every year, you and your entire team should take a course or bring a trainer in to take your treatment acceptance up a notch or two. Increasing treatment acceptance of what you diagnose is a boost to profitability. Treatment acceptance processes and communication skills are NOT something you get in one or two courses. In fact, for the dental professional it requires a lifelong learning journey.

3. **Add hours, add associates.** Consumers are demanding more convenient hours. Can you open on Friday or Saturday by bringing in a part time dentist?

4. **Be numbers-wise about staff salaries and raises.** Decide who your dental team stars are and if you have had a good year, consider a raise or even a onetime bonus for their good work. The COL (Cost of Living) percentage for this past year was only .8 percent (BLS CPI YE 2014). Most practices are going to a bonus system and doing away with automatic raises. Here is where your staff salaries as a percentage of your collections for the year should fall:

   **Dental General Practice Staff Overhead Model***
   
   Business Salaries: 7-9%
   Chairside Salaries: 7-9%
   Hygiene Salaries: 4-9%

   *If you need the overhead for staff for your specialty, send us an email: info@DMACares.com

5. **Increase new patient flow and patient retention.** Truly look at your recall percentage and see if you have lost patients who are wandering around ripe for picking by other practices. Close any leaks in recall retention by looking deep into the administrative, customer service and clinical components of recall.

   Know how many new patients you had, and then decide how many more you need to bring your profits up. **Remember:** New Patients ARE the lifeblood of your practice. Then, create a marketing plan with a professional who can help you increase the number of new patients.

   Profits are unlikely to increase unless you have a

   **ProActive Profit-Making Plan**

   to nudge profits up. If you want to delve deeper into your dental practice number crunch, click the image below to **download the brochure** for our upcoming workshop.
Please contact us at Info@DMAcares.com if you would like to know any more about our team, upcoming training or our services. Our objective is for you to achieve the practice of your dreams.

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