



“3 Secret Success Tips that will Quickly and Easily RAISE™ Your Profitability!”

Dental Practice Owners all over the world today are controlled by their money! Get **3 EASY AND QUICK TIPS** to implement to **STOP YOUR current challenges** in your Dental Practice.

Ok, admit it! You are probably downloading the 30 day Makeover series because you have bleeding in your dental business. I am talking about the financial bleeding dentists all over the world are experiencing right now and many of you don't know how to stop this.

Do you feel **POWERLESS**? Do you feel if your financial situation does not change, you will have to make some **hard decisions**? Maybe you already have **made decisions** and it was **not enough** because you are **still bleeding financially**. If you are feeling like the financial side of your Dental Practice is **bleeding out money**, know that you are not alone.

- **Do you feel as if your dental practice has a revenue hemorrhage and you cannot stop the financial bleeding?**
- **Are patients are cancelling their appointments and your schedule has numerous openings?**
- **Are the number of New Patients down this year?**
- **Are the dollars in outstanding patient treatment plans higher than you have seen before?**
- **Do you feel powerless because you don't know what to do?**
- **Are you willing to blame this decline on the economy and accept things as they are today?**

Times are tough and we all feel it! You know that something needs to be done, but what should you do? Sometimes the answers are simpler than you think. These decisions are not always easy, but they are definably worth it. It is as simple as one word, "**CHANGE!**"

Yes, change sounds like a bad word, especially if you like what you do. "Change" is a word you need to put into your daily vocabulary until things start to feel different. Making a change in the current way you are doing things is what we are going to do. This change is what will take you to the level where you need to be. This will get you back on track with financial stability and growth. Not only are we going to **stop the bleeding**, but we are going to **repair the damage** these past years have caused!

Here are **THREE IMPORTANT TOOLS** that will get you started. You need to change a few things in your business if you want to be on top of your game again! These are the basic tools which will always keep your dental business well-oiled and moving in the right direction. They should not be new, but you need to hear and see them again:

1. **Mission and a Vision**
2. **Website Search engine Optimization**

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3. Create a Profitable Dental Hygiene Department

1. Declare Your Mission and Vision

I know, you think this is mundane. It is maybe something you developed years ago! Let me tell you that you need to develop this and then re-develop this every 3-5 years.

MISSION STATEMENT

Your mission statement is where it all begins. This is your roadmap. This is what declares your purpose as a business. It serves as the standard against which you weigh your actions and decisions.

Remember, I said you need to change the way you are doing things and if you haven't changed or revisited your mission statement in at least 3 years, this is a great starting point. The path to success changed direction about 3 years ago. Now you need to look at your compass and change your direction.

- Refresh the world you live in
- Create and write down how you can create a positive in your business, with your patients and your personal life
- Create and write down the value that your business will add and how your value will make a difference in the people you serve
- Understand exactly what **your** patients really want!



VISION STATEMENT

Your vision becomes very important because it is the framework for your roadmap. This is what guides every aspect of your business. Your vision describes the tasks and the mission you have set out to accomplish. Once you understand exactly what it is that you want to accomplish, then you will continue to achieve quality growth.

- It begins with your team
 - Make your office a great place to be
 - They feel inspired
 - They feel supported to be the best they can be!
- Understand which quality services will satisfy **your patients' needs**
- Create mutual partners so you can work together and create enduring value
 - Sales reps
 - Chamber events, Rotary Club, etc.
 - Collaborate and visit with referring doctors in your area

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- Be the difference that builds and supports the community where you provide your valuable services
- Maximize opportunities to the people you serve
 - What are services that you provide and also offer endless benefits?
- Always be highly effective at what you do
 - Be at the top of your game!
 - Always be open to learning from others

2. S.E.O. (Search Engine Optimization)

Your website is the **HUB** of your business. You might be "Popular" on Facebook or Twitter, but if people can't find your site, people will not be able to easily choose your dental office over another one, a block or two away from your office.

A successful website keeps the conversation going. In today's online world, it's the **ONLY** way to effectively **connect** and **convert** the people in your community into paying patients who will return indefinitely to **your** dental office.



Improving your website content is your **LEAST** expensive and the **MOST** effective ways to bring new patients to your office.

Here are a few of the specific items you want to include on your website:

1. Make it SEO friendly
 - a. Many websites today have video and fancy FLASH but this makes the website unfriendly to the search engines
 - b. People should be able to search under specific key words and easily find your website
 - c. You need to find a website designer who can optimize your site so it is easily found!
 - d. Key word optimization needs to be updated frequently
 - i. Always use keywords that explain the type of dentistry you enjoy providing such as: implants, invisalign, cosmetic dentistry, tooth whitening or ZOOM
2. Provide names of the doctor(s) and a short bio which includes information about the doctor(s); personally and professionally
 - a. This is optional but can also be a great way to establish rapport with your new patients
 - b. Provide photos and short bios of the team on your website as well (Discretionary)
3. Provide before and after photos of the actual work you have completed
 - a. This will allow prospective patients see the various types of quality services you provide
 - b. It's also a great way to show off your beautiful dentistry!

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4. Explain the various types of payment options you offer patients
5. If you have electronic charts offer ways for patients to complete their patient forms online which eliminates money spent on postage, sending forms, and saves time having patients complete forms, in the office

These are only a few suggestions to provide a great website and attract thousands of New Patients to your website these next 365 days.

Our website design clients have over 3,000 unique visits to their website each year because we customize the site for their needs, and most importantly, we make it search engine optimized. It doesn't matter that you have a dental office in an area with a population of only 2,000 people; you will attract patients in the surrounding areas, when you include the correct key words to optimize your website. Just **ask us** how!

3. Create a Profitable Dental Hygiene Department

The dental hygiene department is the 2nd largest profit center in your dental practice. You need to have these systems in place because these are the areas that will increase your revenue:

1. Assessments
2. CAMBRA
3. Same day services
4. Smile Analysis
5. Continuing Care

ASSESSMENTS

Assessments are what create the following profit centers. As a team you will schedule a time to sit down and decide which assessments will be provided for your patients, at what intervals they need to be completed, and which auxiliaries can provide support to implement these assessments. A few of the important assessments are: Xerostomia, Caries Risk, Teeth Whitening, Periodontal Screening Exam, etc., etc. Screening Exam, etc., etc.



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NON-SURGICAL PERIODONTAL TREATMENT

Is your patient a prophylaxis patient or a periodontal patient? To be, or not to be? This is the 6 Million Dollar question!

The latest research says that it can possibly be over 80% of the adult US population that has some level of periodontal disease. For over a decade, the research has been out, stating that there is a link – a connection -- between the oral cavity and systemic health. Science has helped understand that to prevent disease we need to have a healthy mouth.

Our role as healthcare professionals is to prevent disease. This means that early intervention can halt the progression of oral disease. A decline in oral disease can mean a decline in systemic diseases. You do the research and see what it says. We have scientific knowledge, easily available, at our finger tips. This is a great way to communicate to patients about their disease and the benefits of early intervention to prevent further destruction and future disease(s). When you share this science, most people will sit up, listen, and take action to complete their necessary treatment.

When you communicate the science you are adding value to your patient services. The end result is optimal health and a higher income stream to your dental business. Happy patients are also more likely to be great source of new patient referrals! A win for everyone!

Non-surgical periodontal treatment is one service that brings high value to your patients and a constant stream of revenue to your dental practice. Here is an example that most dental offices will understand as a reality when the hygiene department regularly assesses each patient, over the age of 13, for early signs of periodontal disease. Use this example as a reference:

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- 100 patients in your dental practice, over the next 12 months, accept non-surgical periodontal treatment, also known as scaling and root planing and they each spend \$1,200.00 USD over the next year
- Take a general dental office, with an active patient base that has at least 200 adult patients. This office and the entire team understand how to effectively communicate the scientific oral health/systemic health link
- Everyone on the team understands how to communicate to the various personality styles and overcome their objections
- Third party finance options are available to your patients

What will your ROI (Return on investment) for this service be to your dental practice' net profits? You do the math!

This example will be applicable to most dental practices. Most offices that we assess at Dental Practice Solutions have at least 100 active patients who have not been treated at an early stage of Periodontal Disease. What are the risks and benefits to your patients when you assess, diagnose and complete treatment at an early stage?

The benefits are life-long! (Yes, that sentence is supposed to have a double meaning!)

The key is "assessment". If you understand when and exactly "What" to assess, you will be successful at treating all disease processes at an early stage. You will be providing "**Patient-Centered Preventive Care**".

CAMBRA

CAMBRA (Caries Management by Risk Assessment) is now considered the standard of care. This means that you will no longer wait and watch the progression of decay.

Utilizing this system and enrolling 50 patients into a preventive program for caries risk, will potentially add thousands of dollars to your dental practice annually.

SAME DAY SERVICES

As a team, meet to strategize and discuss services which can be offered, while a patient is in the dental hygiene and/or any dental treatment areas. At this team meeting, discuss what types of services your patients request and/or desire. What types of services can you easily complete in an operator? How can you prevent patients from returning to the office for an additional visit?

Same day services are very helpful for patients who are categorized according to the CAMBRA guidelines as moderate to extremely high risk for caries. These patients may receive a salivary pH or biofilm assessment, review of home care and a fluoride varnish treatment. This CAMBRA example is just one example of a service you can very easily complete the same day, while your patient is seated in a dental chair.

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SMILE ANALYSIS

Have you heard the expression “You only know what you know?” This is also true with your patients. You are the experts, you know your profession well and you look at teeth all day. If you give your patient a mirror and have them take a look at their own teeth, there will usually be a story they tell, when they look at their own teeth. If a patient responds that they love their teeth, you may just give them a reason to smile and tell others how wonderful their dentist is! This can be a great way to “*make someone’s day!*”

The smile analysis is just one more way to improve upon your treatment plans, case acceptance and the services you offer. When you offer the state-of-the art, cosmetic type of treatments, you will increase patient satisfaction and create another income stream for the dental practice. The net-profits added to your dental practice just by asking simple open-ended questions, will be exponential over the lifetime of your dental practice!



CONCLUSION

When you create a plan and utilize just these top 3 tools, you will begin to see the bleeding disappear, and your cancellations will decline. Your new patient numbers each month **and** your profits will soar! It takes time to create a strategy but this is what allows you to take the shortest path to success. Remember that when you run into a hair-pin curve along the road, all you need to do is shift gears and redirect your path towards the direction called “**SUCCESS.**” If you don’t change your path, you will most likely, **CRASH, BLEED** and your business will die.

Over the next 30 days I will personally send you simple, easy and quick ways to create success now in your dental practice. You will receive:

- Short **eBooks to download**, read (You must actually read the information I send to increase your true potential!) and then take action
- **Videos** to watch
- Conference calls for only **YOU**
- **30 minute Coaching Call JUST between YOU and me (No fee!)**

Disclaimer: Never think you need to walk the path to success alone. There is a roadmap to success already developed for **your** individual needs. The most important thing for you to do is **ask** for the shortest direction to that pot of gold. It’s waiting for your arrival. Don’t want until it hurts, don’t wait until you **BLEED FINANCIALLY!** Here is the number to call and **receive your map** to future success. **Call us today for immediate results.** The road map can be found here: Toll-free in US and CANADA: 1-888-816-1511 or 1-503-970-1122 Outside US and Canada. Email for support: info@dentalpracticesolutions.com Check out our website: www.dentalpracticesolutions.com

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"It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to change." --Charles Darwin

Love and Dental Practice Success,



Debbie Seidel-Bittke, RDH, BS

Call us today for your Complimentary Practice Assessment. Allow us to **assess your website** or we can tell you how to get a website. Find out now how you can **STOP the BLEEDING** and find your untapped potential. The assessment is worth **\$1,500.00**. **What is it worth to STOP the bleeding** that you are experiencing today?! OFFICE In US and Canada **CALL: 1-888-816-1511** . Outside the US and Canada **CALL: 1-503-970-1122**. Email to talk or ask a question: info@dentalpracticesolutions.com. Visit us at: www.dentalpracticesolutions.com

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