

Kerrspeak

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Ten Elements for Practice Success

1. It's all about vision!

Vision is “where,” purpose is “why,” and mission is “how.”

Vision is a compelling picture of what you want your future to be and includes: what we give/provide/do, who we do it with, and who we do it for.

2. Systems? What systems?

Policy Manual:

Detailed Job Descriptions

Employee Benefits

Compensation and Review

Orientation and Training Period

Employee Conduct & Appearance

Resignation – Termination

3. Hiring the very best.

Resume review

Telephone screening

Meet and Greet

First Interview

Reference check

Second interview

Skills assessment

Team lunch

Total pay statement

4. Team training and Team-building

www.pccdental.com

www.frontofficerocks.com

Team building techniques:

Organized Systems

Open Communication

Appropriate Delegation

Allow for Failure

Invest in Team Training

Non-Dental Team Activities

Treat with Dignity/Respect

Work with Integrity/Humility

Be Positive/Enthusiastic!!

Advancement Opportunities

Be Appreciative – Say “Thanks”

5. Operational concerns.

Morning huddle

Greet patients by name

Seat patients on time:

Time most common procedures

Use 10-minute practice management software

Add units for difficult patients

Always keep an empty chair

Interrupted hygiene

Emergency protocols

Keep facility fresh

Know your software

Embezzlement and time theft

Key control and security

Dismiss troublesome patients

6. Know your numbers.

Need 1 day of hygiene/wk for every 200 patients of record

Break-even point

Cost per procedure

Operating statement:

- Operational expenses

- Discretionary expenses

- Owner's compensation

7. Marketing

Word of mouth

Friends and family

Community involvement

Public relations

Promotions

Office website

Simple, effective, inexpensive concepts:

- Be on time!

- Neat, clean, inviting facility

- Freebies

- Host an open house

- Speak to local service clubs

- Sponsor an annual event

- Speak to birthing classes

- Provide staff with business cards

- Be a partner in education with local schools

- Write a blog or weekly column

- Volunteer to coach

- Sponsor a team or an annual award

- Matching team T's for public events or CE

- Walls of fame

- Celebrate patient events!

www.mouthhealthy.org

Social media (Rita Zamora):

- Helps new patients find you

- Builds reputation

- Expands your visibility

- Grow trust & relationships

- Amplify “word of mouth”

- Create online credibility

Always be professional

Use appropriate photo

Update profile as needed

Facebook posts (Fred Joyal):

- What it’s like to be part of your practice

- Why someone would want to become your patient

8. Planning for success

- Trend analysis

- Annual plan

- National Dental Advisory Service, fee analysis

- Annual personal financial statement:

 - Tracks financial progress

 - Helps reach financial goals

 - Impacts decision making

 - Critical information in one place

9. Leadership (Traits) and Non-negotiables

- Visionary

- Goal-oriented

- Persistent

- Courageous

- High personal integrity

- Self-confident

- Maintains positive attitude

- Serves others

Non-negotiables: Team agreements honored by all.

Our actions today create our future.

Our choices are value-driven.

We focus care on one patient at a time.

We strive for excellence, not perfection.

Life is a journey – find joy every day!

10. Transition.... and Life after “Dr.”

Making the decision:

What’s pushing me out of dentistry?

What’s pulling me toward retirement?

Avoid “coasting!” Maintain peak productivity!

Keep spouse/family informed:

Personal information

Family contact information

Document storage, bank, safe

Insurance policies (beneficiaries up to date?)

Personal financial statement (part of annual plan)

Investments, broker

Funeral arrangements

User IDs and passwords!

Letter of Last Instruction, www.kerrspeak.com, “Resources”
(courtesy of John McGill and McGill/Hill)

Pre-sale discussion of treatment and management philosophies

Letter to patients, www.kerrspeak.com, “Resources”

Hosted reception

Cancel unnecessary disability income policies

Avoid temptation to spend proceeds of the sale!

Let stuff go.... (You can’t change what you can’t change.)

Identify and enjoy multiple core pursuits in retirement

Celebrate your life and its many achievements!!

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