

*How to take a practice*  
**“FROM GOOD TO GREAT”**

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*PARTIALLY ADAPTED FROM JIM COLLINS BOOK “GOOD TO GREAT”*



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1. Requires the need to confront the brutal facts about the practice and oneself without blame and never losing hope! Mirror-mirror on the wall, what is wrong with my practice? Is it me?

*Measure production, treatment time, patient cooperation, staff performance and customer satisfaction.*

2. Requires a leader infected with the incurable need for excellence and sustained results.

*Excellence is the ability to do your very best given the many things that tug at your life each day.*

3. Requires the right people on the bus ... Calling just one or two *super stars!*  

*This bus stops only for hard-working, talented, coachable, self-disciplined and invested people.*

4. Requires the right people in the right seats ... Organize the roles for effective performance.

*Organize the work with coordinators who enjoy serving their team and team members!*

5. Requires the right direction with a single-minded focus of a team dedicated to outstanding service:

Requires  focused  idea:

*Delivering the finest quality and care to our customers in such a way that their happiness shouts our praises to their dentist, family and friends: Quality, outstanding service with fun & enjoyment!*

6. Requires solid orthodontic systems that produce consistent results:

Systems are the backbone of the practice that provides a consistent method for performing the work. All progress that has been achieved by mankind has been achieved by making things simple through systems. The efficiency of the systems will often determine the stress level and effectiveness of the practice... and ultimately its profitability.

***New Patient Enrollment:***

- 1) Must have a TC who is a warm, outgoing, effective, and is a professional sales person.
- 2) A beautiful exam/consult room with the right tools for success are essential ingredients.
- 3) Have a well-designed script that takes the patient as far as they desire to go with starting.
- 4) An appropriate build-up of the practice strengths and the wonderful benefits of a beautiful smile.
- 5) Track and effectively follow-up on patients who have not made a decision to get them started.

**On-Time/Doctor Time Scheduling:** Plan out the resources and strategy to get to success:

- 1) Schedule the doctor time so that the doctor is not needed at more than one place at a time.
- 2) Schedule the assistant time and assign assistants to chairs for accountability.
- 3) Simplify the scheduling system by using as few codes as possible.
- 4) Work the same schedule every day or have as few templates as possible.
- 5) Plan for growth and revise the templates when you change procedures.
- 6) Work the daily schedule with principles and a game plan to WIN!

**The Doctor Time is Scheduled**

	CH#1	CH#2	CH#3	CH#4	EXAM	#3	Total	
09:00	A+	B2	A	D2	EX		06	09:00
09:10							07	09:10
09:20		A2					08	09:20
09:30	CK+		B4				07	09:30
09:40		FB					09	09:40
09:50	A+						09	09:50
10:00					CN		05	10:00
10:10							10	10:10
10:20	CK		DB				05	10:20
10:30	B2						10	10:30
10:40							07	10:40
10:50	B2				EX		10	10:50
11:00							07	11:00
11:10		D3					10	11:10
11:20			B3				10	11:20
11:30	CK				CN		08	11:30
11:40						TEL	10	11:40
11:50	CK+						10	11:50
12:00		D3					09	12:00
12:10			B3		AE		10	12:10
12:20	LAB						10	12:20
12:30		S2					10	12:30
12:40							10	12:40
12:50							10	12:50

**Excellence in Patient Cooperation:**


- 1) Give enthusiastic instructions and well-written explanatory forms.
  - 2) Communicate progress at every visit, both verbally and in writing.
  - 3) Run a motivation program with contests that reward good cooperation.
  - 4) Create a program for catching poor cooperators and motivating them.
  - 5) Go the extra mile by assigning the worst cooperators to one assistant for the rest of treatment.
7. Requires the right location(s), facilities, equipment and technology:

*Technology and the latest idea can lead to many great things, but be careful that it is cost effective!*

8. Requires sustained results from a culture of discipline, positive motivation and staff alignment: Build up takes many things done right... **The Flywheel:**



*“Sustainable transformations follow a predictable pattern of buildup and breakthrough. Like pushing on a giant flywheel, it takes a lot of effort to get the thing moving at all, but with persistent pushing in a consistent direction over a long period of time, the flywheel builds momentum, eventually hitting a point of breakthrough.” (Good to Great, Jim Collins, p. 186)*

9. Great practices maintain appropriate margins of profitability  and shares it with the team!

10. A great practice requires a happy leader and a happy, well managed team:

1. Happiness has much more to do with our minds than our circumstances.
2. Happy people do not focus on the missing tile, but see all the good things in life.
3. Thankfulness and gratitude are the greatest keys to developing happy lives.
4. Often it is when you redefine “Success” and you soon find happiness.
5. Happiness cannot be your most important value... it is the by-product of attaining these values:



*Goodness, Kindness, Self-discipline, Integrity, Helping Others, Spirituality & Depth of Character*

*“If happiness depends on circumstances... no one would be happy... But if happiness is a choice... then it overcomes our circumstances and rests in gratitude and thankfulness for what we do have... not the few tiles in life that are missing... no matter how big those tiles seem to be at times.” Ken Alexander*

***The moment you begin to think of yourself as great, you have lost the edge to stay there.***