The American Association of Orthodontics
Presents Their 2017 Annual Session

With A Lecture By
Rosemary Bray

“Navigate Your Ship To The America’s Cup of Ortho”

At the San Diego Convention Center
In San Diego, California
On April 22nd, 2017

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“Navigate Your Ship To The America’s Cup of Ortho”

Is There An Ortho Practice That Continually Exceeds Their Patient Expectation
And Do You Have One? Tough Question!

Does anyone have that true “Ideal Practice”? Perhaps not. However, you need to be consistently striving to achieve it. Once you stop trying, your practice is pretty much doomed. It may never be reached but the constant effort to achieve it can only make you continually better. I love the quote that says,

*Do not ask for easier tasks, ask instead to be stronger.*
*Do not ask for tasks that are equal to your power.*
*Ask instead for the power that is equal to your task.*

What are you doing to get there? Use this handout as one of your measures when you and your team are striving for improvement. A saying that I learned in grade school from my MOTHER has followed me my entire adult life. I never thought I would be using it in my work life and in my personal life. Take it and adapt it to your practice.

*Good Better Best . . . Never Let It Rest
Until Your Good Is Better . . . And Your Better Is BEST!*.

After now 40+ years in the dental and orthodontic profession, I am assured of 2 facts. Yes, only 2 things that I know for certain are **true facts**. There is lot I **think** I know, but of this, I am certain!

#1 ~ We are all ______________________________ ~ People! (Not dentistry or Ortho, PEOPLE, and we are thankful those people have teeth and their teeth need your attention and your great expertise.)

#2 ~ A successful, productive, harmonious, profitable, happy, “Ideal” practice is a balance of three equal areas of concentration ~ All 3 must be focused on ALL the time equally.

1) **C__________E_________** ~ Quality Ortho Treatment using quality product, creating clinically sound, beautifully cosmetic and functionally correct and comfortable smiles.

2) **G__________T__________** ~ Quality people who are well trained, fully present, committed, with great attitudes and ethics, who all get along and love what they do for a living and who make sure it shows.

3) **O__________C__________S_________** ~ Taking amazing care of the person, not necessarily the teeth or the malocclusion, consistently creating a fun and memorable experience for each and every person who walks through your door.

There are Orthodontic Offices all over the world that have achieved many successes and excellent profitability, and have beautiful state of the art buildings in which to see patients. Some of them may lack in the quality clinical care, others may lack in the positive feeling of the team, the commitment level, or the enjoyment factor of the workplace. No one “has it all”, not ALL the time. Believe me. Many however, are trying every day to get there though. They focus, they communicate, they meet often, they push the envelope, they monitor statistics, they attend meetings, they talk to others…they are doing all the necessary things to attempt to achieve that title of **An Exceeding Expectations Practice**. They know that to stop pushing and trying is to end their quest for success.

*You will never achieve 100% as long as 99% is okay*  (Will Smith, actor)

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The following lists are meant to serve as a partial check off list or benchmark to measure your practice against others. Ask yourselves these questions:

- Where is our practice strong and doing well and where can we continue to improve? __________

- Are we putting our time and energy into only one or two of the **three** essential areas of focus? ____

- What *more* can we be doing to consistently exceed what our patient expects of us? __________

- What *more* can we be doing to consistently exceed what WE expect of ourselves? __________

- Do we have a Goal List (or Wish List) and check things off as we achieve these goals? ________

- What am I doing *myself* to help our practice be the best it can be? _______________________

Former US President (an avid sailor) famously said ~ “Ask not what your country can do for you ~ ask what you can do for your country.” Rosemary paraphrases that quote by saying ~

**Ask not what your practice can do for you….ask what you can do for your practice.**

“Should you find yourself in a chronically leaking boat, energy devoted to changing vessels is likely to be more productive than energy devoted to patching leaks.”

~ Warren Buffett
Fill in the answer to each question with a YES or a NO. Be Honest!
Don’t expect ALL to be a YES, yet ideally, your goal can be that all are eventually a YES.
As a Committed Crew, discuss any NO answers, why they might be NO
and how you can make them become a YES.
This is only a partial list of what to be aiming towards.
Add your own goals to this list and always have something to which you look forward.

# 1 Focus Area ~ Clinical Excellence = (1/3 of Your Practice Success)

1) Do we use only state of the art clinical products?  
2) Do we recycle or re-use any items we know we really should not?  
3) Would every one of us sit in the chair ourselves as a patient and feel 100% OK there?  
4) Is our sterilization up to code and do we make sure it is always the best it can be?  
5) Are we all proud of our DR’s clinical treatment, training, ability, name and reputation?  
6) Are we in control of Comfort Visits (few bond failures, few discomfort concerns)?  
7) Do we use state of the art technology, (computers, ALL digital, 3D, scans, etc.)?  
8) Are records beautifully done in house and at no charge throughout the course of TX?  
9) Are we using phone technology (message on hold, email for pts, appt confirmation, etc.)?  
10) Do we attend courses/seminars to continue our clinical growth and knowledge?  
11) Does the DR attend Ortho/Dental clinical meetings as much as possible?  
12) Are we obsessed with learning new techniques, bracket placements, wire uses, etc.?  
13) Are cases routinely finished on the target time and are shorter than ever before?  
14) Are we dismissing our retention patients in a timely manner and clearing space for NP’s?  
15) Are all the Early TX cases we are doing ONLY patients who really need Early TX?  
16) Is there nothing at all unethical or questionable being done/not being done on our pts?  
17) Do we try always to do the “Right Treatment” at the “Right Time”?  
18) Is every instrument we use functional and in good repair without rust, worn edges, etc.?  
19) Are all pieces of equipment in full and reliable, proper working order?  
20) Do we have and use samples of our appliances, brackets, etc. available for pt viewing?  
21) In our NP exam, does our DR make the clinical problem clearly understood w/o question?  
22) If we asked each pt/parent what their clinical diagnosis was, could they all tell us?  
23) Is our DR in any study group to share cases and get others’ opinions and advice?  
24) Do we provide clearly written instruction forms for all appliances/procedures we do?  
25) Does our Crew receive regularly scheduled clinical training by our DR?  

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Hiring the right Crew is 1/3 of the success of the ship’s sailing. America’s Cup ships only hire the best, those with commitment and experience and also with the right attitude to help the race not only be successful but also to ensure the Crew gets along well during the process.

# 2 Focus Area ~ Great Teamwork = (1/3 of Your Practice Success)

1) Do we have a list of “ideal” qualities that we refer to when interviewing new Crew?

2) Do we do Working Interviews for prospective new Crew members, without fail?

3) Does our Crew read and sign our up to date and always accurate Practice Manual?

4) Does our Crew have written Job Descriptions that are kept current and accurate?

5) Do we have a Captain (DR & Manager) that our Crew trusts, respects and follows?

6) Do we display positive attitudes during the day even when we are feeling stressed?

7) Are we able to solve our differences and concerns easily without fear or conflict?

8) Have we kept gossip, backstabbing and jealousy off of our ship?

9) Has our Crew been fully trained before being set free to work with or on patients?

10) Are we all cross trained, helping each other to know what each person does and how?

11) Do we receive regular, fair Performance Evaluations without having to beg for them?

12) Do we have access to an Office Library filled with books/CD’s to educate us on all things?

13) Is frequent Continuing Education offered, encouraged, paid for and enjoyed by all of us?

14) Can we correctly/confidently answer most questions that a patient/parent would ask?

15) Does our Crew exhibit a professional appearance at all times (hair, make up, attire, etc.)?

16) Are we content and clear with our salaries, benefits, and compensation packages?

17) Are our birthdays, anniversaries of employment and holidays adequately acknowledged?

18) Are we satisfied with the level of praise, thanks and appreciation shown for our efforts?

19) Do the Crew ALL give praise, thanks & appreciation to each other often & easily?

20) Do we annually get out of the office for a team retreat day/weekend and really TALK?

21) Is each person’s opinion asked for, listened to and appreciated by other Crew members?

22) Is our communication among our Crew mostly Open, Honest and Safe?

23) Do we have regular, productive and worthwhile Team Meetings where all participate?

24) When someone leaves, do they complete an Exit Interview form so we can all improve?

25) Is every team member here passionate about Ortho and the role they play in it?

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Your customer service is everything your practice is and does. Yes, it is what you do; but even more, it is who you are. How sad if your patients are only satisfied because their expectations are so low or because no one else is doing better. Just having satisfied patients isn’t enough anymore. If your Crew really wants a Successful Ship, you have to create those true Raving Fans and to do that you must EXCEED what they expect.

# 3 Focus Area ~ Outstanding Customer Service = (1/3 of Your Practice Success)

1) Does each Crew member here understand and know what SERVICE really means? 
2) Do we receive regular, real training in service by someone other than our own team? 
3) Do we use regular Patient Satisfaction Surveys, asking our patients how we’re doing? 
4) Do we have an alive, real Mission Statement, posted up and known and truly lived? 
5) Do all Crew members talk to our patients about them and not just about ourselves 
6) Do we all make consistent Care Calls with warmth and caring shown in our voices? 
7) Do we use a Kid Questionnaire for our children to learn about their interests/hobbies? 
8) Do we send personalized notes/texts to our patients, without fail, every day/week? 
9) Do we in some way acknowledge Pt birthdays, illnesses, new babies, graduations, etc.? 
10) Do we thank anyone who refers a new patient to us and realize how they’ve helped us? 
11) Are there regular contests, raffles, fun things in which our patients participate? 
12) Is our Ortho Deband Experience one that every patient will brag about and never forget? 
13) Does our Crew celebrate & decorate for any and all occasions & holidays possible? 
14) Do we have an updated, fun, interactive and interesting Web Site/FB for patient use? 
15) Do we have an Internal Marketing Plan in place for the full year in advance? 
16) Is our communication with our families as great as it can be regarding all aspects of TX? 
17) Is there an incentive program in use to reward patients for good cooperation/referrals? 
18) Do we take great, consistent care of our referring DRs, thanking them in many ways? 
19) Do we assist our families with consistent smiles on our faces, regardless of the task? 
20) Does each patient who leaves our office, go home having heard a sincere compliment? 
21) When people walk in our door, do they see and hear laughter, fun and enthusiasm? 
22) Do we offer coffee, tea, juice, cold water and/or snacks for our families? 
23) Is our reception room welcoming, fun, clean, comfortable and friendly for everyone? 
24) Do we reward little siblings when they wait nicely, knowing they are tomorrow’s patient? 
25) Are New Patients WOWED with our exam experience from the phone call onward? 

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Meet Your AAO Speaker

Rosemary Bray spent more than 30 years employed in the dental profession, with clinical and admin experience in General Dentistry, Periodontics and Orthodontics (18 years).

Her last 16 years were as **Office Manager** and **Treatment Coordinator** for a quality Orthodontic practice right here in San Diego, CA. She left in 1998 to begin her self-employment as a speaker and consultant in Orthodontics and Dentistry. She was one of the founding members of the **Pacific Coast Treatment Coordinators Study Group** and also of the **San Diego Dental Office Managers Study Club**. She is proudly now celebrating her 49th anniversary in teeth and travels the world doing so!

She taught oral hygiene and dental care to 400 children from 37 different countries at the International Community School of Zurich for two years while she and her family lived in Zurich, Switzerland for a 4 year period. A tooth brushing program was instituted in the primary school curriculum as a result and her program is still ongoing today. Those International kids are still brushing! 😊

She has lectured *nationally and internationally* on every continent except Antarctica on behalf of the American Association of Orthodontics (AAO), ASO & NZAO Congresses, numerous Orthodontic companies, various dental societies, Ortho and dental study groups and for her own workshops and seminars. In 2011, she was honored to be the Staff Program Co-Chair for the AAO Annual Session in Chicago and has been featured on well over 20 consecutive AAO programs. She is a feature speaker at dental meetings too, such as the ADA, Yankee Dental, Star of North and of the South, AAPD, Dallas Dental, Chicago Mid-Winter, CDA and the prestigious Hinman Dental meetings.

Rosemary is the Past President and a Board Member of the **San Diego Children’s Dental Health Association** (a non-profit dental clinic in San Diego which treats approximately 500 needy children each month). This is a last resort care facility which relies on donation alone to operate. In 2007, they began to finally provide Orthodontic care as well as quality dental care!

She has been a visiting **Clinical Instructor** in the Orthodontic department of the University of the Pacific School of Dentistry in San Francisco where she has donated her knowledge and experience to the future orthodontists studying there and she has spoken at many Orthodontic schools as a gift back to the profession.

She serves on the Board of Directors for the American Association of Orthodontics Foundation (AAOF), which supports and promotes education and research in orthodontics. Rosemary also continues to serve on the Education Committee for the Pacific Coast Society of Orthodontists (PCSO) and assists in planning Annual Sessions for that AAO Component society.

Rosemary is self-employed as an Ortho **office trainer and consultant** specializing in:
- New patient exams, TC Training
- Internal and external marketing
- Outstanding customer service
- Verbal & written communications skills
- Team relationships, motivation, incentives, retreats and team building

She gives **personalized office retreats and seminars** and is available for speaking engagements to a variety of professional groups. A popular lecture is her Appreciation Seminar to thank the GP referrals to the Orthodontist for supporting the practice. Visit her website ([www.rosemarybray.com](http://www.rosemarybray.com)) for details on programs, workshops and lectures that are open to the public.

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