“Unlock Your Practice Potential”

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## UNLOCK YOUR PRACTICE POTENTIAL

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| DNA of our Team | ✓ Every position contributes to sending the same message  
| ✓ Build a positive culture to turn negative energy into positive solutions  
| ✓ Set clear expectations with high levels of accountability  
| ✓ Make sure the goals are clear, measurable and achievable  |

| How to Synchronize the Team | ✓ Talk about and promote practice goals … daily/weekly/monthly  
| ✓ Make sure team knows goals so they are inspired and motivated  
| ✓ Know where you are going and what you will do when you get there  
| ✓ Understand the impacts we have in both positive and negative communication  |

| Tools and How to Use Them | ✓ Use specific, well-planned tools and training to create a well-prepared team  
| ✓ The power of perception-removing communication barriers  
| ✓ The importance and value of scripts in our team training  
| ✓ Address patient obstacles and lay the foundation for removing these obstacles during the NP call  |

| Dynamic Referral System | ✓ Create a dynamic walking/talking referral system, capitalize on every opportunity  
| ✓ Team with specialists that use cutting edge technology to remove dental health burdens for your patients  
| ✓ Process should be constant; team should be trained to recognize opportunities  
| ✓ Develop relationships with specialists so the experience for your patients is seamless – Gold Standard  |

Reading Recommendations:

“The Manager as Coach” – Jerry and Anne Gilley  
“Leadership Is Dead: How Influence Is Reviving It” – Jeremie Kubicek  
“Predictive Leadership” – Kirk Dando
A few words from Michelle regarding the interpretations of our words and being purposeful in our messages:

We know that communication is the catalyst that dictates the success of every interaction. It is vital, for the success of our practice, that we remove assumptions when we communicate with our team members and patients.

Each of us has a different interpretation of what something might mean. When I say to my employee, “I need that report very soon.” I’m thinking that I need that report in the next hour. She may be thinking “soon” means by the end of the week. When we set clear expectations, through precise communication, we avoid conflict, have specific expectations and a high level of accountability in place. We’re setting our team up to succeed.

This very much applies to our patients, as well. When we generalize our conversations, it interferes with our connection with whom we’re speaking and results in a less than ideal patient experience. Remove all assumptions in your patient communication. Be specific in what you say and what they can expect regarding time of treatment, finances, discounts, etc.

Remember, you could be thinking ‘18 months’ when you say, “If you’re compliant with your treatment, you won’t be in treatment long at all!”, but your patient will be highly disappointed when they were thinking you meant 6 months!

- Michelle
ASKING FOR REFERRALS

- How each team member can ask for referrals
- Trained and conditioned to compete?
- Scripted and role-played

Front Desk
“Tyler, how did your appointment go today?”
“I’m so glad to hear that! Would you mind writing a review for us on Google+? Your referral is very important to us and we would love a practice full of patients just like you! Thank you so much”

Treatment Coordinator
“If you have any additional family members who have ever thought about Invisalign, we’d love to visit with them! We have a great family care program”

Technicians
“You are such a great patient, Jane! If you have any friends or family who might be interested in treatment, please send them our way! We’d love a practice full of patients just like you!”
NEW PATIENT PHONE CALL

“Fantastic! I would love to schedule an appointment for you to meet Dr. Orthodontist. He’s an excellent orthodontist and I know you’re really going to enjoy him. Is it ok if I take down some preliminary information to enter into the computer and then I can schedule that appointment for you?”

- Gather information off call slip
- Schedule appointment

“Sally, our Treatment Coordinator, will be taking complementary digital x-rays and photos and Dr. Orthodontist will do an extensive clinical evaluation. Our goal today is to provide you with as much information up front as possible and if Dr. Orthodontist recommends any treatment for Tyler, we will do our best to combine the initial appointments for him, as a convenience for you, to avoid missing as much work and school as possible.

“I will be sending you a welcome letter (either email or snail mail) with information about our office, including a Patient Health History form. Please fill that out ahead of time and bring it with you, allowing us to see Tyler right at appointment time on appointment date. You can also visit our website at: www.drorthodontist.com to gain valuable information about the different treatment options available, including Invisalign and Accelerated Orthodontics.”

“OK, Dr. Orthodontist will be able to answer all of your questions and recommend the best treatment option for Tyler. We look very forward to meeting you and Tyler on appointment date/time.”
**OBSERVATION**

“Dr. Orthodontist, when would you like to see Tyler next? What are we watching and waiting for?”

“Great! Tyler, your next appointment is a very important appointment where we will be checking ____ (if this tooth has come through yet) _______. The appointment will take approximately 10 minutes and Dr. Orthodontist may want to take an updated x-ray at that time, which is complimentary. Dr. Orthodontist will be making sure ____ (these teeth are erupting properly) ____ and if they haven’t, then he will be checking to see why they haven’t.”

**OBSERVATION READY**

“That’s exciting news! With how these teeth have erupted and how you’re grown, Dr. Orthodontist says you should be ready to get started with your treatment in about six months. At that time, we can talk with you about your different treatment options that you will be able to choose from, such as Invisalign, traditional braces and Accelerated Orthodontics. At times, Dr. Orthodontist recommends one option over another, but again, we will be able to go over all that with you at your next appointment, which will be approximately 40 minutes long. We will be updating all of your x-rays and photos at that time, as well.”
TREATMENT EFFICIENCY REPORTING

GOALS:

Through our Treatment Efficiency reports, we can determine many factors such as:

1. Doctor’s ability with a particular treatment modality
2. Profitability and/or loss of profit for particular treatment modalities
3. Inefficiencies throughout our practice
4. Adequate/inadequate patient compliance
5. Adequate/inadequate clinical techniques
6. Appropriate/inappropriate financial arrangements are being established

EVALUATE:

- Treatment
- Age of patient
- Cost of treatment
- Estimated months of treatment
- Actual months in treatment
- Months over/under
- Number of treatment visits
- Number of emergency visits
- Total appointments
- Price per tx visit
- Price per total visits