Dominte Overhead & Accelerate Production

Overhead - The ongoing operating cost of running a business
As Staff members, how can we help our doctor with overhead?

Total Expenses: _____________________________________________
Overhead Key Indicators: ______________________________________
Revenue: ___________________________________________________
Production: _________________________________________________
Develop a Practice Budget:
Successful practice overhead 48-50% - Range of 48-54% is acceptable
Where is my practice? _________________________________________
How can I bring overhead awareness to the entire staff? ____________

Staff Expenses 18-24%
Overstaffed? Good employees? Bad employees? Incentive compensation?
Job Design ___________________________________________________
Increase efficiency, match labor cost with productivity
Part timer? ___________________________________________________

Facility Expenses 4-6%

Orthodontic Supplies 8-10%
Ask the right questions: _________________________________________
Watch every product you buy: _________________________________
Always know your inventory: _________________________________

Educate the Entire Staff! ______________________________________
Marislist.com
Inventive Income: __________________________________________

Lab Expenses 2-3%
Marketing Expenses 3-4%

Internal Marketing: ________________________________________________
External Marketing: _______________________________________________
Internet Marketing: ________________________________________________

Indirect Overhead 6-8%
Not a Penny Pincher! We want a Penny Saver!

Brainstorm!

Revenue and Production- Final Key Indicators
The ability to lower your overhead is limited; the potential to increase your revenue is endless!

Develop opportunities and find a new referral sources

New Patient:

<table>
<thead>
<tr>
<th>Community Internet</th>
<th>Professional Community</th>
<th>Patients</th>
<th>Staff Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expos-Health Fairs</td>
<td>Dental</td>
<td>Family Members</td>
<td>Business Cards</td>
</tr>
<tr>
<td>Bridal Fairs</td>
<td>Dermatologist</td>
<td>Parents</td>
<td>Continuing Education</td>
</tr>
<tr>
<td>TV Public Service Ads</td>
<td>Surgeon</td>
<td>Patient's Friends</td>
<td>Proactive Verbal Skills</td>
</tr>
<tr>
<td>Ads in Adult Magazines</td>
<td>Chiropractor</td>
<td>Facebook</td>
<td>Marketing Team</td>
</tr>
<tr>
<td>Press Releases</td>
<td></td>
<td></td>
<td>Referral Rewards</td>
</tr>
<tr>
<td>Volunteer in Community</td>
<td></td>
<td></td>
<td>Team Retreat</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Professional Community</th>
<th></th>
<th>Patients</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Lunch &amp; Learns</td>
<td></td>
<td>Referral Cards</td>
<td></td>
</tr>
<tr>
<td>Hygiene Programs</td>
<td></td>
<td>Peer to Peer</td>
<td></td>
</tr>
<tr>
<td>Provide Services</td>
<td></td>
<td>Referral Gifts</td>
<td></td>
</tr>
<tr>
<td>Professional Courtesy</td>
<td></td>
<td>Handwritten notes</td>
<td></td>
</tr>
<tr>
<td>Before Pictures</td>
<td></td>
<td>Celebrate:</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Banding appt</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Deband appt</td>
<td></td>
</tr>
</tbody>
</table>

New Patient: [Image of a door with text and diagrams]
The $6,000 Phone call
Is your fee schedule current?
Are your Treatment Coordinators finding ways to make treatment more affordable?
Is your schedule productive?
Lighthouse 360
Patients over treatment time?
Are you using your growth and development program as a savings account to mature and produce?
Are you attracting Adult Patients to your door?
Team Work – T – Together
  E – Everyone
  A - Achieves
  M- More
  Synergy
  • Power of Purpose
  • Focus of Goals
  • Expectations
  • Empowerment
Choose your Attitude

Share with your Team

➢ Excellent Patient Care
➢ Develop a Practice Budget
➢ Strong Systems for Revenue
➢ Control your Production
➢ Choose your Attitude