

THE IMPACT OF CUSTOMIZED IN OFFICE DENTAL MANAGEMENT SYSTEMS AND COACHING

HOW CUSTOMIZED SOLUTIONS GUARANTEE GROWTH AND PROFITS

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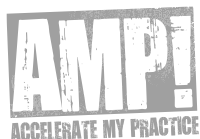
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Accelerate My Practice
Elite Coaching for Elite Dentists
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Dental Management Systems and Coaching provided by Accelerate My Practice (AMP) brings a much needed approach to the dental industry. Dental Practices nationwide are challenged with the fight against consumer spending habits and the growth in technology. To lead dental teams towards the way the industry is shifting AMP created systems and processes that focus on understanding the psychology behind Consumers Purchasing, a Healthy Business, Case Acceptance, a Strong Team, Technology and more.

Accelerate My Practice's mission is to provide superior, customized, elite coaching strategies and cutting edge business solutions to business owners worldwide. Empowering clients to attain personal and professional goals. Accelerate My Practice accomplishes the mission by continually improving the company's knowledge base through experiential learning and dynamic continuing education. Having the most innovative experts in the market in practices all around the nation has proven that customization is key. The only way to provide dental coaching is to give doctors the ability to customize an approach that focus's on specific office challenges. Every practice is unique and each should be treated differently.

Customizing strategies specific to individual practices is the most effective way to grow a dental practice. No matter the location, economic structure of the region, size of the practice, years of experience or the amount of the time AMP is in the practice. The results are generated within a single months time due to the customization provided by AMP.

This study will demonstrate honest practice data captured while on site with doctors. While the AMP focus is providing strategies to doctors and team members on how to grow the practice's finances, what is more important is for everyone in the practice to grow personally while they continue to grow professionally.

Many consulting companies categorize their services with the intent to hyper focus on one specific area. For example, a category may be "Hygiene" which would mean that the focus is only on increasing profits in the hygiene program. The flaw here is that a binder given to an office and team ultimately gets forgotten about and the contents of that binder isn't specific to that practice. Sometimes it's not even relatable which leaves practices seeking additional information in forums, colleagues and books.

This is not as impactful as a coaching company who offers customized solutions allowing doctors to understand why they should rebuild their hygiene program to become a more successful one and how that is going to impact their case acceptance rates and increase cashflow. These customized programs encourage team members to think differently about their day to day interactions with patients. A hygiene team benefits greatly with in office guidance and real patients.

Implementing customized 360° systems and processes have yielded huge results all across the United States, below are 3 practices that have made their way through AMP's program each with their own goals and different approaches.

Doctor A

Doctor Location: Ohio

Net Production Baseline¹: \$109,328 x 12months = \$1,311,936 (annualized total)

Collection Baseline: \$113,680

AMP Customized Package Rate: \$60,000 x 2 = \$120,000 guarantee growth²

AMP Projection³: \$350,000

Total Net Production Projection: \$1,661,936

Hire Date: September 2017

MONTH 1 (September 5th - October 11th)

Action Items - the following action items were given to the team and implemented during month 1

- “Morning huddle” focused on business strategy and projected revenue for the day and improving patient experiences, increases case acceptance, and gets the team working towards common goals
- Started revenue recovery system specific to uncollected monies
- Software update
- Address the Accounts Receivable report daily and send updates every 2 weeks
- Created and Implemented a Hygiene flow chart for proper care and billing

Results

Monthly Net Production Growth: \$56,553

Total Net Production: \$165,881

Monthly Collection Growth: \$43,233

Total Collection: \$156,913

MONTH 6 (February 14th - March 5th)

Action Items - the following action items were given to the team and implemented during month 6

- Revisit the structure of the “Morning huddle” - what’s working, what’s not?
- Increasing the length of Hygiene appointments from 35/40min appointments to full hour appointments. Allowing Hygienists to properly prep the patient and move into restorative conversation, thus driving revenue growth
- Coached doctor on case presentation and how to get away from “un-selling dentistry”
- Coached hygiene team on language to use when scheduling recall appointments evaluating effectiveness
- The importance of Intra-oral photos. Presenting them to patients, driving revenue
- Making sure that the Financial policy is being upheld through accountability standards

¹ Recent Average prior to working with AMP
² Cost of Package guaranteed to double return in contractual time
³ Hidden Opportunity in practice discovered by AMP's practice analysis prior to hire

Results

Monthly Net Production Growth: \$90,328

Total Net Production: \$199,656

Monthly Collection Growth: \$39,107

Total Collection: \$152,787

MONTH 11 (July 30th - August 30th)

Action Items - the following action items were given to the team and implemented during month 11

- Revisit the hygiene schedule continually revisiting previous goals, quantifying along the way Coaching the Front office staff on working with doctors to establish dates on the schedule for specific procedures (SRP/NP/4910) and block scheduling
- Coached doctors on working with team members on specific techniques
- Scheduling concrete “off time” so it does not change the schedule
- Providing sustainable tools by working with team on “*leverage and framing*”. How that can help relationships with other team members and patients

Results

Monthly Net Production Growth: \$92,266

Total Net Production: \$201,594

Monthly Collection Growth: \$42,763

Total Collection: \$156,443

Final numbers at the end of 12 months

AMP Projection¹: \$350,000

Total Net Production Growth:\$540,995

Total Collection Growth: \$478,059.00

	October	November	December	January	February	March	April	May	June	July	August	September
Net Production	\$165,881	\$138,596	\$150,262	\$147,826	\$144,430	\$199,656	\$128,069	\$160,270	\$136,193	\$146,522	\$201,594	\$133,632
Monthly Net Production Growth	\$56,553	\$29,268	\$40,934	\$38,498	\$35,102	\$90,328	\$18,741	\$50,942	\$26,865	\$37,194	\$92,266	\$24,304
Collection	\$156,913	\$131,879	\$130,353	\$187,480	\$138,517	\$152,787	\$176,621	\$156,811	\$143,366	\$163,865	\$156,443	\$147,184
Monthly Collection Growth	\$43,233	\$18,199	\$16,673	\$73,800	\$24,837	\$39,107	\$62,941	\$43,131	\$29,686	\$50,185	\$42,763	\$33,504

6 months following the conclusion of our program with Doctor A. They have rejoined AMP for 3 additional months to maintain numbers and transition from having AMP Coaches in the office. As of February of 2019 Doctor A has remained on track with Total Production Growth sitting at \$757,437.92. Personally Doctor A has lost 70+lbs, rebuilt his relationship with family members, and is no longer diabetic.

¹ Hidden Opportunity in practice discovered by AMP's practice analysis prior to hire

Doctor B

Doctor Location: Nebraska

Net Production Baseline¹: \$206,458 x 12months = \$2,477,496 (annualized total)

Collection Baseline: \$197,874

AMP Customized Package Rate: \$75,000 x 2 = \$150,000 guarantee growth²

AMP Projection³: \$472,089

Total Net Production Projection: \$2,919,585

Hire Date: May 2016

MONTH 1 (May 3rd - June 22nd)

Action Items - the following action items were given to the team and implemented during month 1

- One on one personal coaching to present treatment to doctors and entire team
- Leadership training, How to be an effective leader; tools given
- Reading Reports, the importance of “*Cash is King*” and what the reports can tell the front office
- Treatment planning. Update all books and fee schedule
- Train the front office team, cross training everyone on reports and treatment plans.
- Implement the “*Hygiene Handoff*”

Results

Monthly Net Production Growth: \$0

Total Net Production: \$181,626

Monthly Collection Growth: \$4,698

Total Collection: \$211,156

MONTH 4 (July 25th - August 15th)

Action Items - the following action items were given to the team and implemented during month 4

- Front Office Insurance Input and attaching codes to ALL appointments
- Collecting patient portions on every insurance patient every time
- The importance of intra-oral cameras to drive revenue, using value statements
- Leading the team through the financial break-even of the practice and how it impacts the team.
- Coach doctors individually on building and maintaining their confidence, reminding them of their “*Why*”

1 Recent Average prior to working with AMP
2 Cost of Package guaranteed to double return in contractual time
3 Hidden Opportunity in practice discovered by AMP's practice analysis prior to hire

Results

Monthly Net Production Growth: \$44,838

Total Net Production: \$252,296

Monthly Collection Growth: \$994

Total Collection: \$16,413

MONTH 12 (April 24th - May 23rd)

Action Items - the following action items were given to the team and implemented during month 12

- Refocus on the “*morning huddle*”, making location and presenting adjustments
- “*Hygiene Handoff*” review, increase the use of consultation room
- Coach team on how to keep Accounts Receivable under \$200k - focusing on continual revenue recovery
- Work with doctors on the hiring processes of another assistant and a part time hygienist
- Focus on emotion during presentations and say what you see regardless of your impressions of the patients compounding consistency

Results

Monthly Net Production Growth: \$78,013

Total Net Production: \$284,471

Monthly Collection Growth: \$42,763

Total Collection: \$156,443

Final numbers at the end of 12 months

AMP Projection¹: \$472,089

Total Net Production Growth: \$278,791

Total Collection Growth: \$450,250

	May	June	July	August	September	October	November	December	January	February	March	April
Net Production	\$181,626	\$241,590	\$167,568	\$251,296	\$221,652	\$202,723	\$221,471	\$246,488	\$236,372	\$246,972	\$254,058	\$284,471
Monthly Net Production Growth	-\$24,832	\$35,132	-\$38,890	\$44,838	\$15,194	-\$3,735	\$15,013	\$40,030	\$29,914	\$40,514	\$47,600	\$78,013
Collection	\$211,156	\$208,595	\$189,539	\$198,868	\$221,491	\$240,433	\$221,309	\$244,268	\$236,553	\$263,260	\$298,329	\$290,937
Monthly Collection Growth	\$13,282	\$10,721	-\$8,335	\$994	\$23,617	\$42,559	\$23,435	\$46,394	\$38,679	\$65,386	\$100,455	\$93,063

Since the conclusion of our program with Doctor B they've been consistently hitting \$270k - \$300k a month for net production. Leaving them to go from a \$1.2M practice in 2016 to \$4M in 2019!

¹ Hidden Opportunity in practice discovered by AMP's practice analysis prior to hire

Doctor C

Doctor Location: Washington

Net Production Baseline¹: \$102,863 x 12months = \$617,178 (annualized total)

Collection Baseline: \$104,197

AMP Customized Package Rate: \$30,000 x 2 = \$60,000 guarantee growth²

AMP Projection³: \$368,780

Total Net Production Projection: \$985,958

Hire Date: April 2018

The goal for this 6 months was to increase Dr. C's retirement plan by growing net production at a minimum of \$60,000, with a goal of more prior to her selling the practice.

MONTH 1 (May 1 - June 12)

Action Items - the following action items were given to the team and implemented during month 1

- Eliminate "watches" addressing disease early containing costs
- "Hygiene Handoff"
- Coached Front Office staff on verbiage used to reactivate recall and unscheduled treatment - focus on revenue recovery
- Coach Doctor on understanding the "Why" of the patient in the chair - NLP training
- Getting Doctor and Doctor's husband on the same page for expectations

Results

Monthly Net Production Growth: \$29,703

Total Net Production: \$132,566

Monthly Collection Growth: \$22,397

Total Collection: \$126,594

MONTH 6 (September 20 - October 25)

Action Items - the following action items were given to the team and implemented during month 6

- Branding Your Practice - assigned AMP TV shows
- Utilizing the Detailed Treatment Plans, Outstanding Treatment Report and Overdue Recall report - focus on revenue recovery
- Consistent IntraOral Photos with each patient - focus to drive revenue
- Talking with Patients & gaining emotional commitment during presentations and hygiene exams - CBT and NLP Training
- Focus on the team moving forward as the doctor is moving into retirement - advising through review of P&L and Balance sheet

1 Recent Average prior to working with AMP
2 Cost of Package guaranteed to double return in contractual time
3 Hidden Opportunity in practice discovered by AMP's practice analysis prior to hire

Results

Monthly Net Production Growth: \$27,457

Total Net Production: \$130,320

Monthly Collection Growth: \$31,498

Total Collection: \$135,695

Final numbers at the end of 6 months

AMP Projection¹: \$150,000

Total Net Production Growth: \$100,277.00

Total Collection Growth: \$82,545

	May	June	July	August	September	October
Net Production	\$132,566	\$130,396	\$125,223	\$83,311	\$115,639	\$130,320
Monthly Net Production Growth	\$29,703	\$27,533	\$22,360	(\$19,552)	\$12,776	\$27,457
Collection	\$126,594	\$122,006	\$111,358	\$98,725	\$113,349	\$135,695
Monthly Collection Growth	\$22,397	\$17,809	\$7,161	(\$5,472)	\$9,152	\$31,498

After Doctor C's 6 month program with AMP, the owners had hit their cash goal, lined up a buyer to sell their practice and were able to retire. The team members have continued to implement sustainable AMP systems and processes with the new practice owners.

As you can see in the tables of Doctor A, B and C not every month was a success because that's reality. Like any business, holidays, vacations, turnover can all impact a months numbers, Dentistry is not any different.

¹ Hidden Opportunity in practice discovered by AMP's practice analysis prior to hire

With 500+ clients in the past 3 years Accelerate My Practice has implemented systems and process that have dug families and businesses out of bankruptcy, and helped fund retirements on the terms of the doctors. AMP has seen personal transformations from health, substance abuse recovery, marriages to team members going back to school to become doctors.

Accelerate My Practice is in the business of dentistry, but more importantly AMP is in the business of changing lives.

Doctor A, B and C above have all very different stories but very similar goals. One doctor hired AMP just to get to retirement and help sell their practice, while another one always had a really great producing practice but wanted something more out of life and has since turned him and his families health and relationships around.

An ideal AMP client looks something like that. Accelerate My Practice is in search of dental practices that are *hungry for change and driven to do what it takes* to change their lives. The doctors that have a desire to make more money, fund their retirements, build their team up and change their lives personally and professionally.

Obtaining goals isn't the hard part, implementing the systems and processes needed to reach those goals is the challenging part and that is why customized programs specific to the needs of any business is the solution to lasting change. Be it financially, personally, professionally, in health and fitness, in relationships or careers. *Hands on is the key* to success and AMP will be there every step of the way.

In a short span of 5 years Accelerate My Practice has been able to prove that the impact of customized in office dental management systems provides dental practices with sustainable growth. The one on one coaching supported by AMP's knowledge of consumer psychology and neurolinguistic programming creates lasting change for patients, team members and doctors.