

# zumWOHL

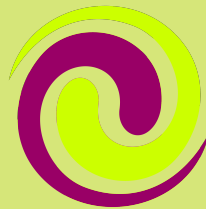
TO YOUR HEALTH!  
(zoom vōl)

Simple Solutions  
for Sustainable  
Success.

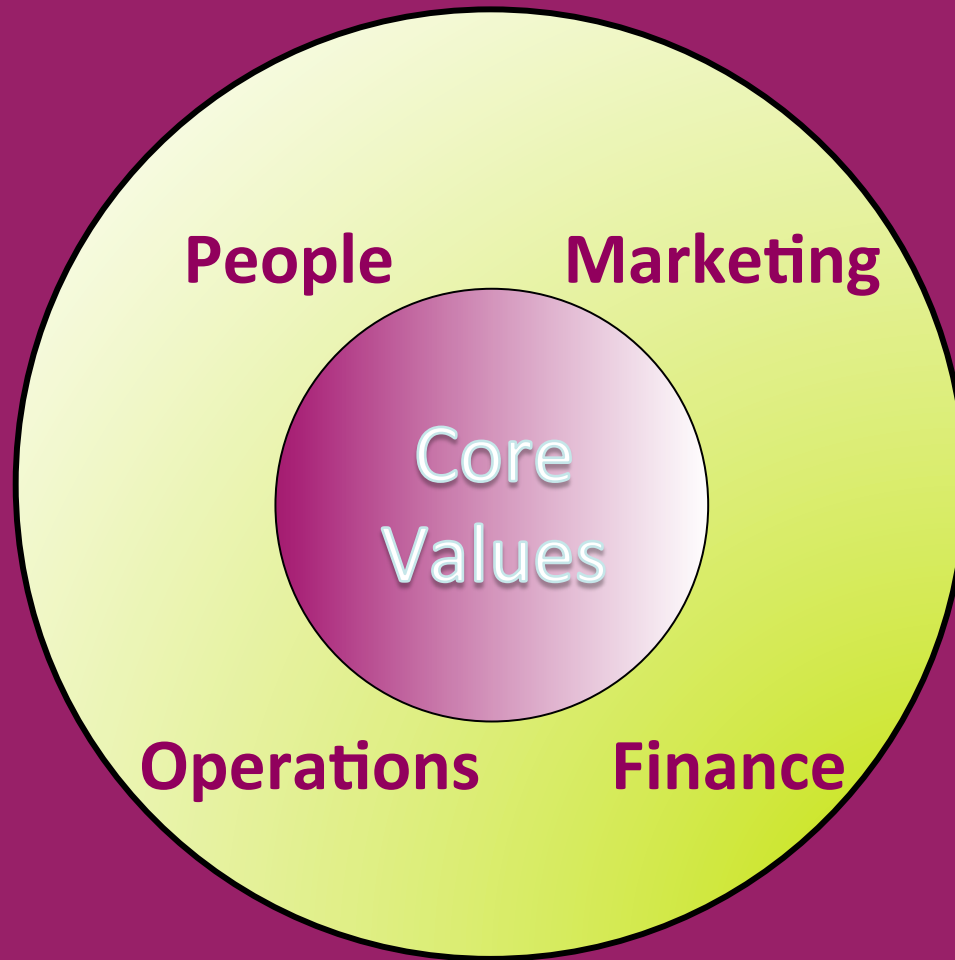


# Five Tips for *Sustainable* Practice Success & Other Notions

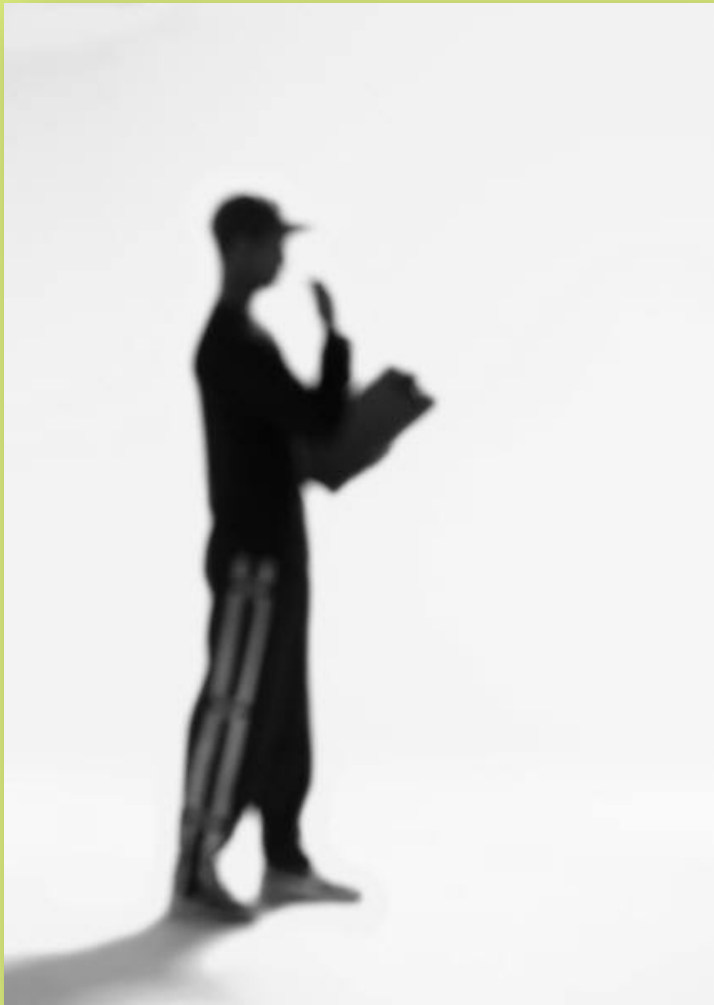
Buffalo Niagara Dental Meeting  
October 2012



# What We Do



# Coaching Objectives & Goals



- **Empathy**
- **Effectiveness**
- **Efficiency**
- **Energy Conservation**

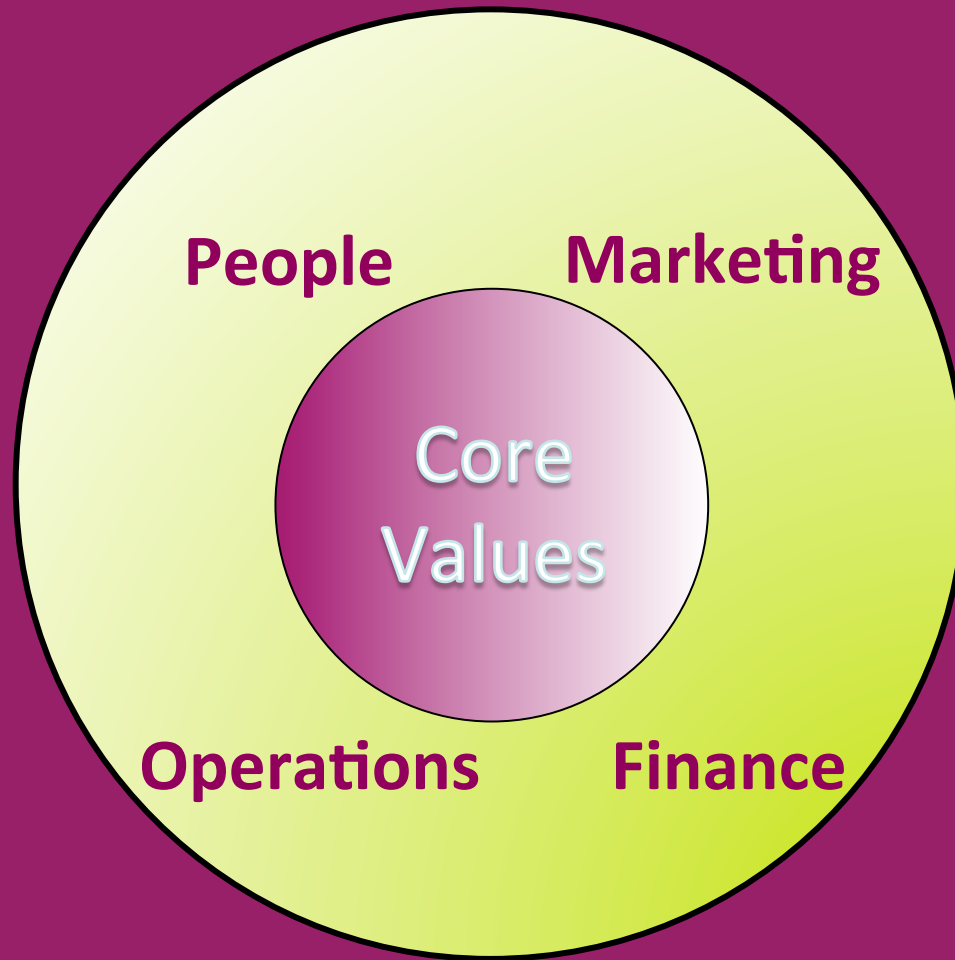


# Pathways To Sustainable Success

- **Mission: Why we Exist & our Purpose**
- **Vision: Where we are Going**
- **Core Values: What we Believe & How we Behave**
  - **Great filter for decision making!**



# What We Do: People



# Sustainable Success Needs



# The Dental Profession Demands

- Attention to Detail
- Close Concentration
- Life-Long Learning
- A Meaningful & Balanced Work Culture



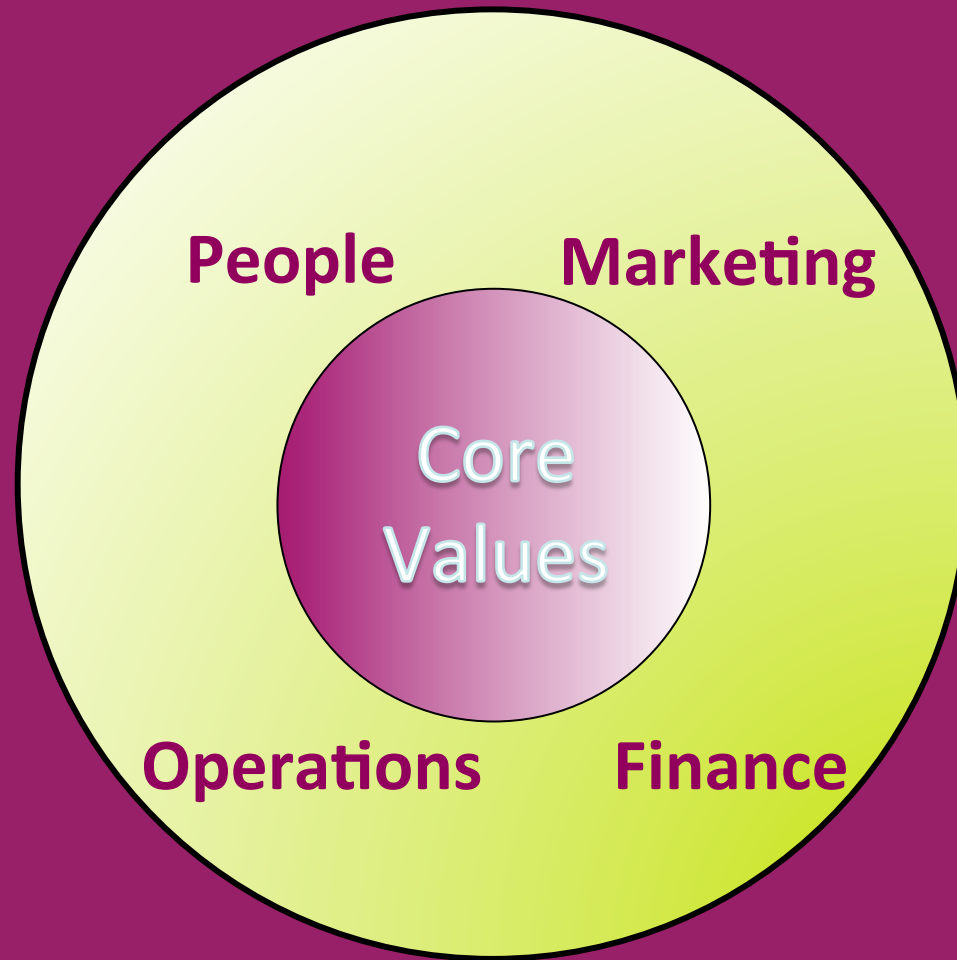


# Checklist for Higher Batting Average

- ✓ The Entire Team Contributes
- ✓ Relationship & Trust is Established
- ✓ Patients Understand the Need & Benefit
- ✓ Financial Options are Patient Friendly
- ✓ Patient is Committed to Treatment Plan
- ✓ Appointment is Scheduled



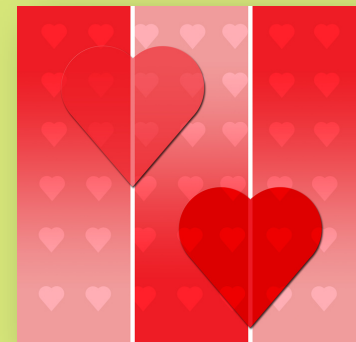
# What We Do: Marketing



# Marketing that Attracts and Retains Patients

## Effective Marketing Basics:

- A Team of Practice Ambassadors
- Market Services to *Existing* Patients
- Attract New Patients
  - ((Thru existing patients? Thru website? Needs explanation))
- Always Show the Love 😊



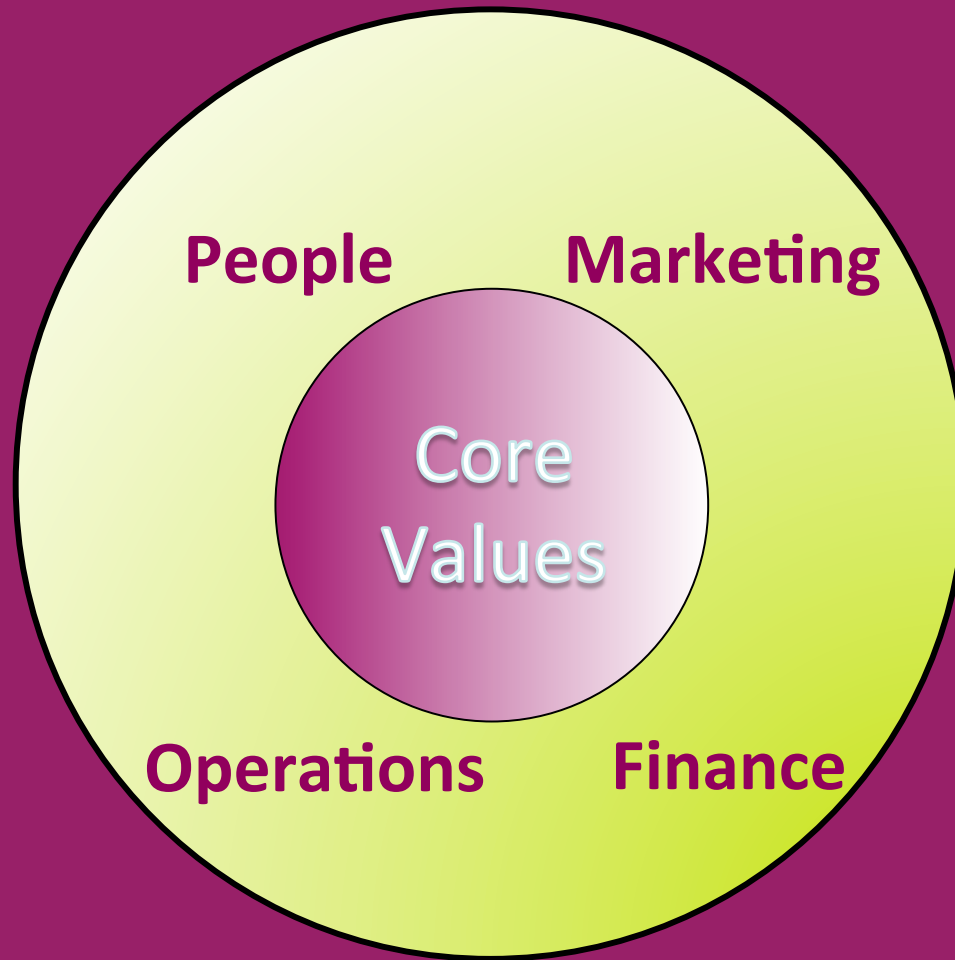
# Marketing Rule of Thumb

When investing in Marketing, a good rule of thumb is:

- 1/2 Internal
- 1/4 Website
- 1/4 External



# What We Do: Operations



# Systems and Operations that Drive Practice Success

- **Systems Reduce Stress and Fuel Efficiency**
- **Systems Reduce Animosity Amongst the Team**
- **Systems Foster a More Cooperative Environment**
- **Systems Send a Message of an Organized Culture**
- **Systems Drive Service Excellence**

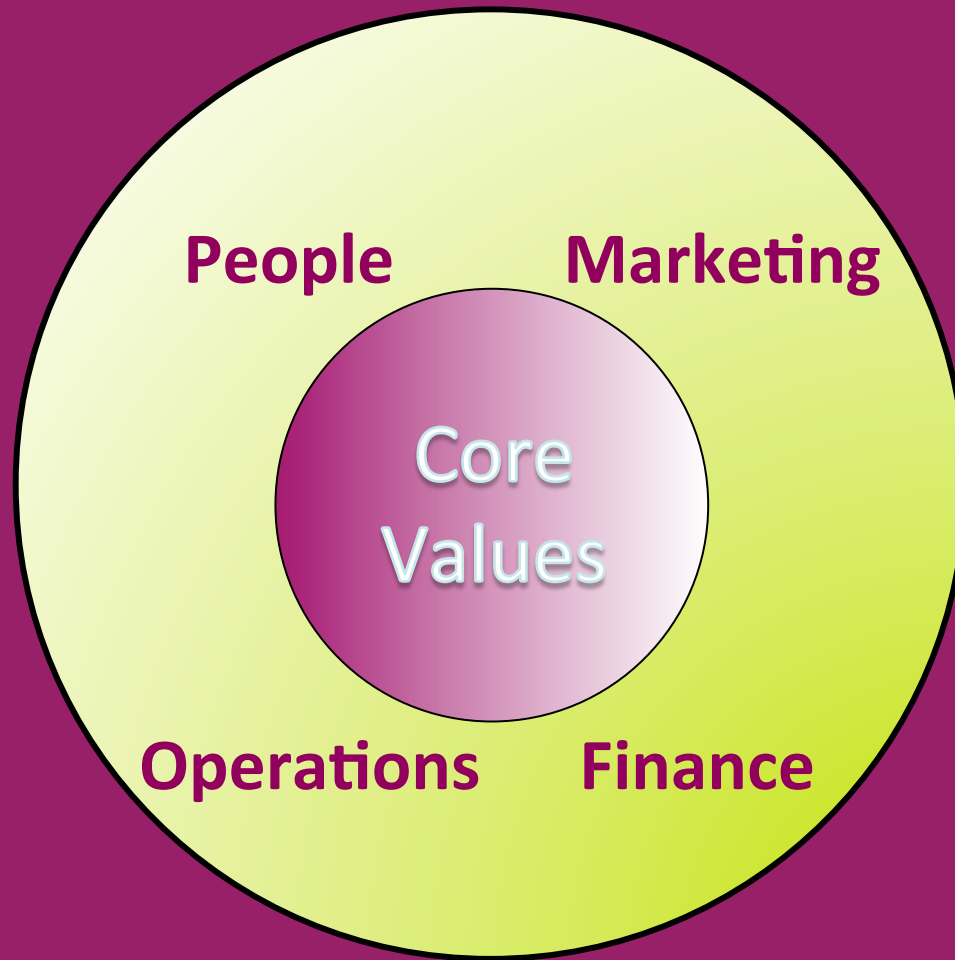


# Practice Model For Sustainable Success

- **Our Business is Patient Care and Health Care**
- **We are Not a Lending Institution**
- **The 2 Golden Rules of Dentistry**
- **Importance of Signed Financial Agreements**



# What We Do: Finance





# Financial Systems for Sustainable Success

**Sustainable Financial Performance**

**Overhead Management**

**Team that Understands the Economics of Running a Dental Practice**

**Production is Monopoly Money!**



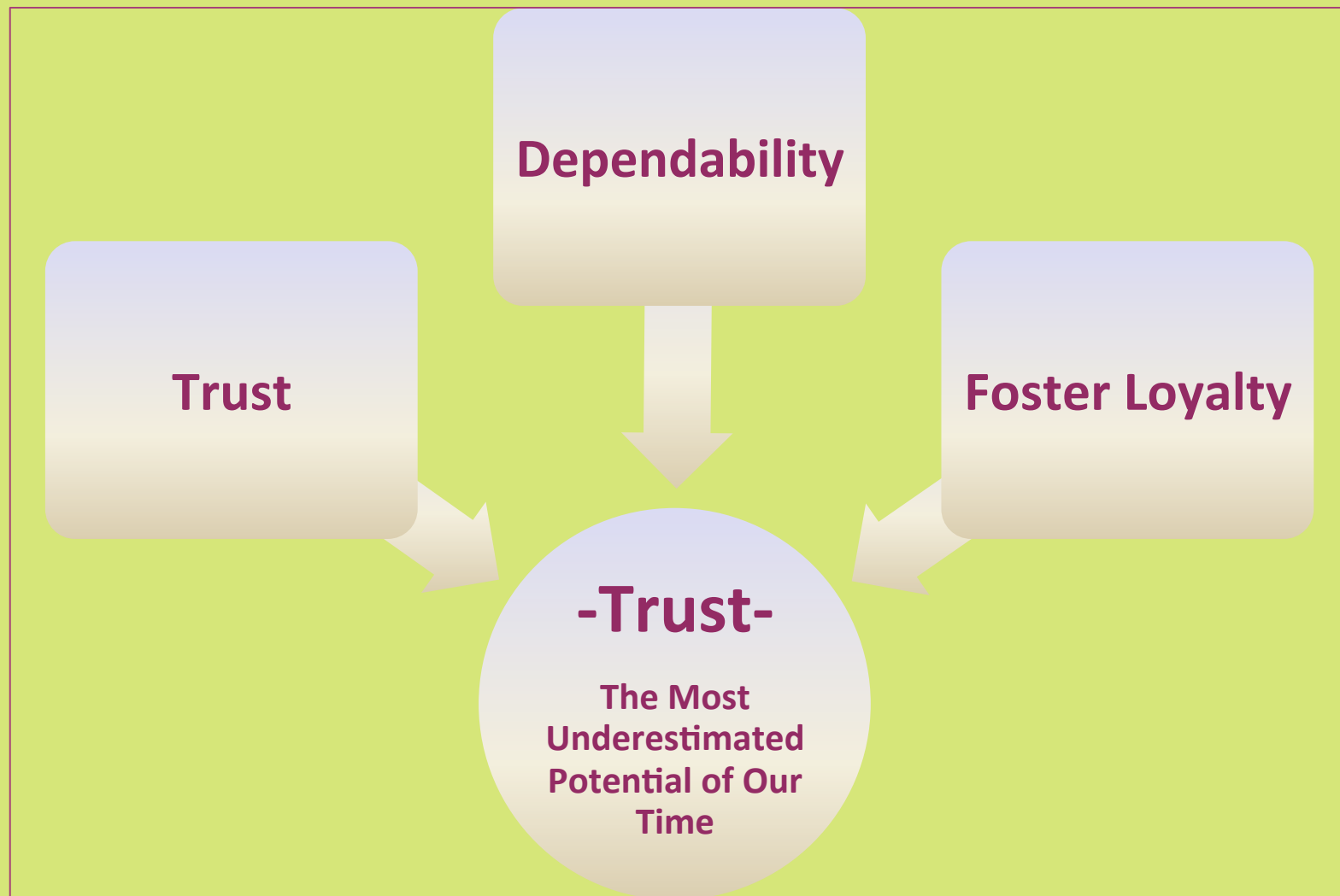


# Tips for Sustainable Practice Success

- Relationships & Trust *First*
- Leadership
- Oral Health & Systemic Health
- It Takes a Village: Teaching & Case Presentation
- Friendly Financial Options for Treatment Acceptance



# #1. Relationships & Trust *First*



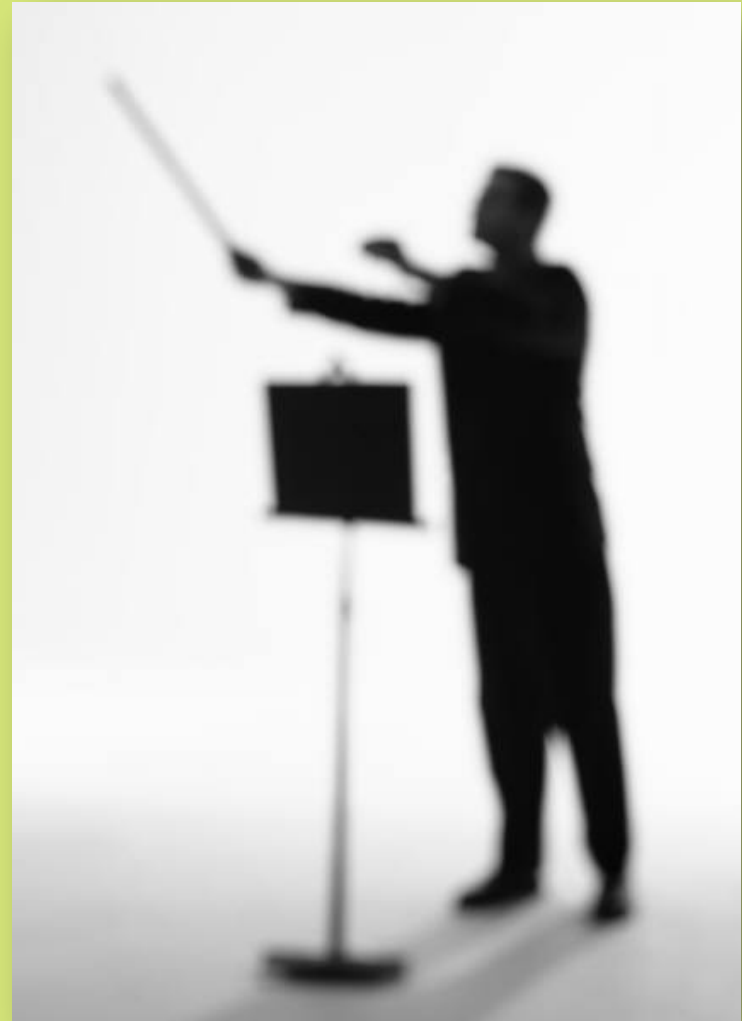
# Relationships & Trust *First*

- Establish Trust
  - Patient Advocacy
- Listen to Patient's & Employees' Stories
- Products & Services
- Price



# #2. Leadership

- **Drives Success**
- **Helps others feel successful**
- **Instigates clear & relevant communications**
- **Provides impetus for achievement**
- **Inspires others to accomplish what they think they can't or don't want to do**



# Leadership



**Inspires  
teams to  
engage in  
success of  
the practice**



**Provides  
supportive &  
motivational  
communications**



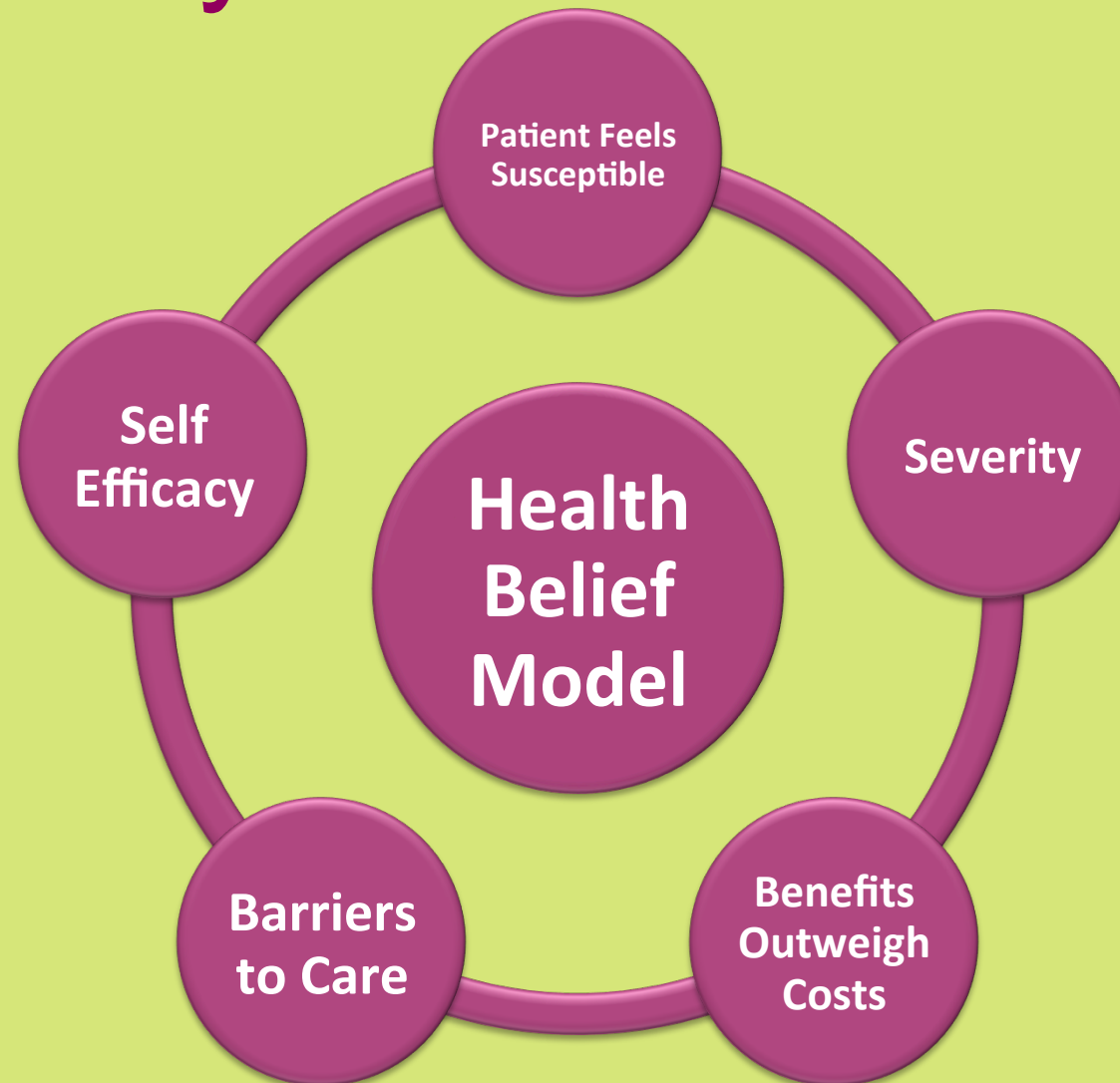
**Helps others achieve  
their full potential**



**Develops  
leaders**



# #3.Oral Health & Systemic Health



# #4. It Takes a Village: Teaching & Case Presentation

**Validation is Essential to Treatment Acceptance**

- **Clinical Team Validates Doctor**
- **Clinical Team Engages w/Business Team**
- **Business Team Continues w/Patient Providing Supportive Validation**

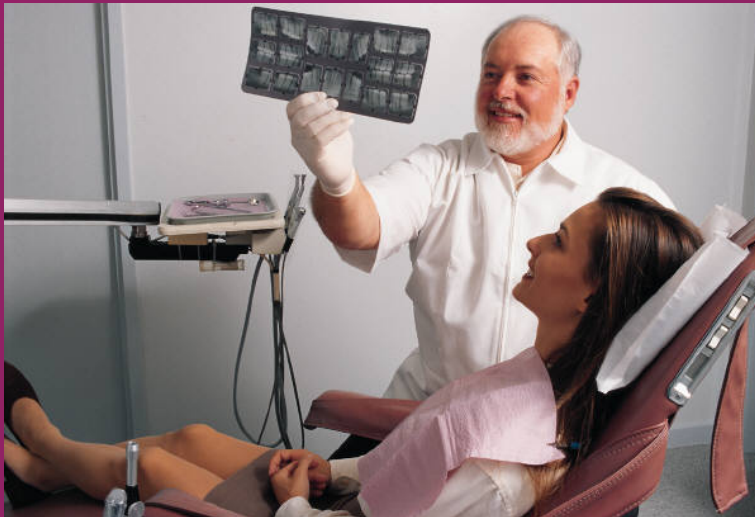




# It Takes a Village: Teaching & Case Presentation

## The Doctor Leads Case Presentation & Acceptance

- How Treatment Benefits the Patient
  - Concerns with Delaying Care
    - Timeframe
  - Clinical Questions
  - Transfer of Care



# It Takes a Village: Teaching & Case Presentation

## Case Presentation Requires Great Communication

- What's Your Communications Style?

- Following
- Guiding
- Informing

- Know Your Patients' Communication Preferences & Speak to Them Where They Are

- Listening
- Asking
- Directing



# A Case in Point



## The \$30,000 Oil Change

*People Buy What they Want Long Before  
they Buy What they Need*

- Our Academic Training
  - Deprogram from Telling to Asking
- The Beauty of Asking Questions



# #5. Friendly Financial Options for Treatment Acceptance



- People Like to Save Money
- Personal & Family Budgets
- Costs Within Monthly Comfort Zone
- Maximizing Patient's Insurance Benefits



# Friendly Financial Options for Treatment Acceptance

- Leadership in Presenting Financial Options
- Sound Financial Arrangements Reduce False Acceptance
- Sound Financial Options Reduce Broken & Failed Appointments
- Sound Financial Options Reduce Litigation





# Tips for Sustainable Practice Success

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- Friendly Financial Options for Treatment Acceptance



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[www.zumwohlnow.com](http://www.zumwohlnow.com)

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