During 5 years building a dental practice, my team evolved to accommodate the growth.

- Front Office needs to be the ULTIMATE ADVOCATE
- Screening for a team member begins with Facebook, Instagram, Twitter, any Social Media (looking for number of friends, professionalism, etc.)
- ALL PATIENTS HATE THE DENTIST; FRONT OFFICE needs to make Patients feel "wanted"
- Welcomed with smiles and warm compliments (who doesn't like a compliment?)
- Compliment hair, clothes, name, where they are from, etc.
FRONT OFFICE

- Google Ambassadors
- Front office team screens all new patients and checks gmail accounts
- Ensures that the appointment is as POSITIVE AS POSSIBLE
- Upon checkout need to follow-up
- Lighthouse, Sesame, Yapi—whichever recall software to initiate the REVIEW
- Offer Sonicare toothbrush as a “Thank You”

FRONT OFFICE

- Internal marketing
- For all PPO patients: send flowers and chocolates to the patient at their work address
- Target the insurance
- Cash patients need to create IN-OFFICE INSURANCE

FRONT OFFICE

Pre-Paid Plans
DENTAL ASSISTANT & DENTAL HYGIENIST

- Dental Assistants need to be cross trained as treatment counselors
- Memorize scripts to inform patients of conditions and treatment
- Emphasize how AMAZING YOUR DENTIST IS!!!

DENTAL ASSISTANT & DENTAL HYGIENIST

Spears Education Video: an example of a script

DENTIST

- Expand skill set!
- You have to be Jack-of-All-Trades!
DENTIST

Production sheet 2018

- Endodontics
- Edge Endo w/ GlidePath
- VitaPex CaOH with Capillary Tips
- Brasseler BC Sealer
- C-files: 06, 08, 10, 15
- Paper points

DENTIST

- Oral Surgery
- Don't be afraid to remove bone
DENTIST

- OVERHEAD Goals
  - NET Collections
- Rent 5%
- Equipment 10%
  - PMS, Recall software, maintenance
- Marketing 3-10%
- Lab 10%
- Dental Supplies 5%
- Labor 25-30% (front office, back office, excluding dentists including taxes)

PART II

- Magic number: Take home 45%
- Be a clever shopper with your materials
- Pearson Dental vs. Henry Schein
- PMS
- Merchant Services under 2% fees

DENTIST

- When goals are met
  - BONUS ENTIRE STAFF
  - Dentist Produce $5,000/day
  - Hygienist $1,500/day
  - Example: 3 docs and 2 hyg = $18,000/day
DENTIST

- New Patient: GOAL
- Production: GOAL
- Collection: GOAL
- $100 per GOAL + all 3 reached; additional $100

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