

Dental Consultant Master Academy
evolve ■ emerge ■ influence

Transcript - Week 35
Presenting the Practice Analysis

Hello and welcome to week 35 of your Dental Consultant Master Academy. This week in our video I will cover reading the P and L, what to look for during the PA and I will give you an example of the assessment for your client. Let's get started on this weeks training video now!

You do not need to be a dental professional for many years to be successful as a dental consultant although I have found that it really has helped me to get into rapport with my client and really be able to dive deep into the gaps in the dental practice. There are many successful dental consultants who have little to no dental experience so it doesn't really matter what your background is in dentistry for you to be a successful dental consultant. Use what strengths that you have to support your clients.

Before you get started with your clients you will do the practice analysis. I have given you a P and L so you know what that looks like at this point. You will want to send the doctor a welcome letter and outline what documents you need to be completed to give them a complete and thorough PA. I have an example of a letter I send in your guides and forms section this week.

I spoke to you about the PA a few weeks ago but I want to touch on this topic again because it is the foundation of your work.

Since I have a foundation a background in hygiene, I always look at the schedule and always the hygiene schedule. Openings are a big deal these days and I want to take a look at the schedule two weeks out. Do they have openings? How many patients do they see each day? What types of procedures are scheduled during a day at their office? I like to take a look at these during my PA. I want to know if they are blocking the schedule for New Patients, Perio Patients on the hygiene schedule. If the doctor has problems getting out of the office at a decent time of the day, what types of procedures does doctor see the last three hours of their schedule? Is this causing the challenge for doctor getting out on time?

If they have a lot of perio patients or cosmetic cases, how long does the patient need to wait to get in to the dentist or hygienist? In knowing this I can say "this is some information to get us started and the bottom line is that we will cover this if it is an issue."

You will want to look at their aging report, and in particular the over 90 days. You want to look at the active patients. If a patient has been in the office the past 18 months it is likely that they will still remain in the office so I consider a patient who they have seen in the past 18 months an active patient. So you want to ask how many active patients does the practice have?

You want to know how many periodic exams in the last 12 months. Why do you want to know this? It is called "Hygiene Effectiveness Rate." HER tradition average in the United

States and Canada is 35%. This means in the general, pediatric and prosthodontic practice is 35 maybe 40% so this means that 70% of the patients are not returning to the practice. Let's stop and talk about this for a moment....

Bewteen 50 to 80% of the dentistry –by the type of dentists I previously mentioned---is completed on the recare hygiene patients. So now let's imagine that the effectiveness rate was 60%! What would happen now? Wouldn't this create a great big increase in cash flow of the dental practice? Now a huge part of this will flow over to the operative department of the practice. Currently, patients on average spend \$800 a year in their dental office. Can you see how this works if you can increase the hygiene effectiveness rate? Good news for your client isn't it?!

Very important here during your PA is to know the number of active patients and then you want to calculate the hygiene effectiveness rate. How high do you think this rate can go? I have actually worked in an office with a HER at 98! This doctor doesn't want any more patients. Crazy I know but he is thinking about retirement! He doesn't want any more patients and he has such a great reputation that for every patient who moves or dies he has 10 new patients on a list waiting to get in and see him! Terrible problem to have. Just joking here!

You will find out how your client and their team "IS" by how they answer these questions. I want you to use the KISS technique. But when you have the information you can now do radiation and chemotherapy on the dental practice.

You want to know the amount of broken appts as well.

You will also want to have the team answer some specific questions. I have these questions for you in the guides and forms section of this week.

After you get this information, you will write a report and by the way I have a template and I will just copy in my new information. Again I have an example of this for you in the guides and forms section of this week.

For this week I want you to practice writing a Practice Analysis Report for a potential client. If you know a dentist who will allow you to at least try to write this out in case you don't have a client as of today, you just never know, this may become your first client what you are able to deliver this valuable information. By the way, if you are planning to do these evaluations, you can offer them as a gift certificate to get some of these under your belt but the least I have seen be charged for assessing an office is \$2,500.00. You are doing a lot of data gathering and spending at least 4 hours in the office by the time you interview the team, observe the patient flow and present your findings to the doctor.

Go now into your Action Sheet and Complete this for a client or at least a potential client. The more you do these the easier they will become. This is the foundation for where you will begin when working with clients.

I hope you have a great week and next week I will talk about qualities of a great consultant. Bye for now.

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