

IMPLANT PRACTICE SUCCESS REPORT

from Thommen Medical and Levin Group



Welcome to Issue #18 of ***The Implant Practice Success Report***, a monthly newsletter on implant practice success. Levin Group and Thommen Medical are very pleased to provide business education to you and your team. Each month, ***The Implant Practice Success Report*** will feature leading edge education for managing, marketing, and maintaining a robust and successful implant practice.

In this issue we focus on scheduling and the three layers for building a successful implant practice.

Scheduling The Implant Patient

By Roger P. Levin, DDS

Practices that have a higher percentage of dental implant production typically perform better than most. Therefore, scheduling the implant patient can be a key factor in overall practice production.

Unfortunately, scheduling can be tricky. Certainly, there are patients who are concerned about fees, but there are an equal number of patients who are concerned about time. Americans currently work more hours than any other country and have very busy personal and social lives as well. For parents, days can be even busier. If you question this point, just ask any parent about their young children's schedules. They often include a full week of dance, soccer, lacrosse, karate, baseball and much more. While this is great for kids, this busyness often crowds out parents' desire to do something positive for themselves.

One key suggestion is to schedule implant patients as soon as possible. There are several strategic reasons for this, but one of the most important is motivation. The implant consult should be as motivational as it is informative. As soon as the patient leaves the practice, that motivation begins to wane and continues to do so over time. If the patient has an appointment for surgery in the very near future, their motivation will most likely hold, and the patient will keep the appointment. However, the further out the appointment, the more possible it is that the patient will find a reason to cancel, believing that they will get to it later when they have more time.

Another factor in the implant system is convenience. There are some patients who don't mind coming early in the week, such as elderly patients that don't have to worry about work schedules and recovery times. This is great, but there are also other patients who will only consider coming in on a Friday. The challenge is that some Fridays fill up well in advance, leaving implant patients having to wait many weeks, or even months, to have a convenient Friday appointment so that they feel they can recover over the weekend and be comfortably back at work on Monday. Once again, this can contribute to cancellations for some patients who gradually lose their motivation and decide to put off implant treatment.

You may feel that this doesn't apply to your practice; however, this is probably because you're not keeping track of these patients. Very few practices measure the number of patients that schedule and plan appointments and then cancel them, and they certainly do not look at it from a time-based factor.

Scheduling is a practice system that should be mathematically designed to see as many implant consults as possible in seven days or less and schedule implant treatment for most patients as soon as possible. This will have a positive effect on increasing specialty practice production every year.

ROGER P. LEVIN, DDS

Roger P. Levin, DDS is the CEO and Founder of Levin Group, a leading practice management consulting firm that has worked with over 30,000 practices to increase production. A recognized expert on dental practice management and marketing, he has written 67 books and over 4,000 articles and regularly presents seminars in the U.S. and around the world.

Three Layers of the Successful Implant Practice

By Roger P. Levin, DDS

Why do some specialists build more successful implant practices than others? We see practices that do several hundred or more implants each year as compared to other similar practices. What is it about those practices that produce high numbers of implants year after year and how do they do it?

The answer comes down to three basic layers. These layers encompass part of referral marketing but are specifically oriented toward building an excellent high-performing implant practice.

Layer 1: Strong, enduring, and powerful relationships.

We noticed that many of the specialists who have built high-level implant practices have created lasting friendships amongst their referring doctors. Relationships are the foundation of not only all referral marketing, but of leveraging that referral marketing into high-level implant referrals.

Building relationships requires relationship-building strategies. That may sound obvious, but many specialists do not consistently engage in this form of referral marketing. Relationship building can only happen by spending time with referring doctors. Sending an occasional text will not do it.

Recommendation: Have at least five to eight relationship-building strategies functioning at all times.

Layer 2: Problem-free implant cases

Problem-free implant cases are the key to developing and maintaining long-term relationships and increasing implant referrals. As I have told specialists regularly in seminars, the most important thing that referring doctors want from specialists is problem-free care. There are specialists that believe that their clinical skills are the reason they should be successful and are often disappointed when this does not play out. They simply don't understand that clinical skills alone are not the criterion for most referring doctors. Referring doctors want patients coming back that are happy, problem-

free and have cases that they can restore. Nothing is more upsetting to a referring doctor as stumbling through a case that they can't handle without any support or guidance.

Recommendation: Check with every patient at the end of implant treatment to ensure that they are satisfied and then check to determine if the referring doctors need any type of support in restoring the case.

Layer 3: Five-star customer service

You may not think of five-star customer service as an essential element in building an enduring high-performing implant practice, but it is. Customer service creates happy patients that go back to referring practices thankful that they have had an implant placed. Specialists who simply view their role as placing the implant and saying goodbye are missing a key factor. The patient is not the primary customer, the referring doctor is. The reason to give patients five-star customer service in addition to excellent treatment is so that they go back to the referring doctor and express their appreciation, gratitude and satisfaction. When referring doctors repeatedly hear how happy their patients are after treatment, they become very appreciative of the specialty practice and continue to refer.

Recommendation: Provide five-star customer service to every patient.

To contact Dr. Levin or to join the 40,000 dental professionals who receive his Practice Production Tip of the Day,

visit www.levingroup.com
or email rlevin@levingroup.com.