

IMPLANT PRACTICE SUCCESS REPORT

from Thommen Medical and Levin Group



Welcome to ***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 the critical and timely topic of retaining team members in your practice. Also, on the marketing front, we examine the frequently misunderstood topic of networking to generate more referrals to your practice.

Issue: 26 | 1

How Do the Top 10% Surgical Practices Keep Their Team in Place?

By Roger P. Levin, DDS

Dentistry is facing a staffing crisis and it will not be going away anytime soon. In economics, this is referred to as “structural,” which means that the crisis was not caused by a short-term event and therefore will not be reversed soon. Even before the onset of the staffing crisis, which was exacerbated by the recent pandemic, top 10% producing surgical practices had far more success at keeping their teams in place.

Here are three ways that top 10% producing surgical practices were able to keep their teams in place longer than most other practices:

- 1. Top 10% surgical practices work hard to develop their teams.** Top 10% surgical practices have the same challenges in finding and retaining qualified staff as all other surgical practices. However, these surgical practices have an extremely low tolerance for poor performing team members. If a team member was given all the necessary opportunities to succeed and still could not contribute at the right level, these practices were willing to go through the challenges of changing team members until they have gradually built a team of people that were the “right fit” for the practice.
- 2. Top 10% surgical practices have a clear mission that is continually communicated to their teams.** We have seen a transformation in the workforce showing that people want more than just a job.

They want to feel that they are contributing in some way to a larger purpose. High performing practices actually believe in their daily purpose and enjoy coming to work to fulfill it.

- 3. The average length of tenure in these top 10% surgical practices was 11 years.** This high length of tenure is reflective of teamwork, team support, and a collegial environment. During busy times in the practice, it was quite common for team members to ask others if they could help them when they had a few free moments. Team members also tended to bond, and many had personal friendships outside of the practice. This reflects an environment and culture where it is almost required that people get along, pitch in and care about each other.

Keeping a team in place is clearly one of the key factors for successful surgical practice production. We have repeatedly seen how busy surgical practices can grow by 20% or 30% beyond what they consider to be extremely busy by re-organizing the purpose, culture and teamwork approach to daily practice. When practices follow the right management systems with team members who are self-disciplined and self-motivated, they will reach the next level of success.

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.

Why Your Networking Might Not Be Effective

By Roger P. Levin, DDS

Every surgeon knows that networking is one of the most essential aspects of referral marketing, but what if that were not actually true? You may think I am about to give you a pass on having to put in the time and effort to interact with referring doctors, but that is not the case. However, it is the case that networking alone is usually done ineffectively with mediocre results.

The main problem with networking...

So, what is the main problem with networking? It is often inconsistent, diluted, and not about building relationships. Let's get very clear, increasing referrals is about building powerful and dynamic relationships. Networking isn't just about showing up. Here are some key mistakes that are often made:

- **Ineffective networking.** First, surgeons show up at random meetings such as evening seminars, dental society meetings, or study clubs. Then, they say hello, shake a few or more hands, and often either tune out or leave. What has been accomplished? Nothing. You are far better off spending more time talking to a few select doctors than making sure you shake every hand in the room. Increasing referrals is about building relationships and you are far better off focusing on identifying key contacts, developing

an ongoing referral marketing program that touches those key contacts regularly and then expanding it and continuing to expand it throughout the potential referral base.

- **Surgical practices have wide-reaching but ineffective referral marketing programs.** These programs reach many referring doctors throughout the year with touches like deliveries, gift cards, and even inviting referring doctors to a seminar or webinar. Often, they are so broad that the number of touches per referring doctor are diluted over the large group and throughout the year. By the time the next touch comes along, the potential referring doctor isn't even thinking about the surgical practice. This strategy does not increase referrals from current referral sources, nor does it attract new referral sources.
- **Assuming that the occasional referral means that referrals are about to increase.** Surgeons must be careful not to think of getting a referral as networking. The referrals aren't always an indication that you're about to get a steady stream of referrals from that doctor or practice and it is definitely not equal to networking.

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

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