

# 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 leadership and relationships, the two foundations of every successful practice.

# Becoming a Great Leader

By Roger P. Levin, DDS

In my research for a book on this same topic, it became evident that great leaders have certain common characteristics. They show up every day with a positive attitude, motivate other people, go out of their way to demonstrate caring and compassion, and typically end up with longer-term surgical teams. We are now finding that there is a mathematical proportion between the longevity of the team and the level of practice production and profit. This is because a long-term team will know exactly what it takes to produce outstanding implant cases, execute maximum efficiency, work with patients regarding financing treatment, and develop excellent relationships with referring practices and patients. Furthermore, we even found that in the pandemic and the recent "Great Resignation," that top practices retain many more of their team than other practices and this all comes from leadership.

## What is leadership?

After attending well over 80 courses and reading thousands of papers and articles, I have come up with a definition of leadership that I think encapsulates what it is really all about:

### *A great leader makes other people successful*

This isn't just about giving other people credit or even responsibility. It is about strategically evaluating every team member and identifying what will make them successful. In that effort, a practice might consider the following questions:

- Does a team member need interpersonal skills training?
- Does a dental assistant need additional implant clinical training so that they can increase their speed enough to allow for two more patients to be seen each day?
- Does a front desk person need to understand coding better and when is the right time to submit higher fees to insurance companies to increase the practice profile and reimbursements?

These questions can go on and are endless, but the job of the leader is to identify for each person what will make them more successful. In many cases, it has nothing to do with the person. It is all about what is getting in their way, where they are stuck, and what isn't getting done.

One commonality that we have seen in great leaders is that they are goal-oriented, which also means measurement-oriented. I have frequently taught my clients that a goal must have three essential components: it must be written down, it must have a deadline, and it must be measurable. Measurable is the key point here. Great leaders measure: however, they don't measure people to monitor them, micromanage them, or annoy them. They measure people to find out what is working and what isn't working. When we know what is working, leaders love to give recognition, appreciation, and compliments. More importantly, when they know what isn't working, it helps show them how they can help make the other person more successful.

There's also a factor of respect. If you want to be respected, you must give and earn respect. Respect comes from trust, which is becoming the preeminent factor in how long employees stay with businesses and how long your team will stay with your practice. When you have a wonderful team that stays with you long-term, everything is easier. At Levin Group we teach a concept called "easy, effortless, and enjoyable." This is our goal for every practice that we meet and certainly for your practice.

So, if you're ready to begin the journey of becoming a great leader, there are many things you can do. It requires positive attitudes and high energy and can include team surprises to keep motivation high, bonuses, time off, and even team trips. In the end, you must believe that your job is to make other people successful and make sure you know how to do it for each team member.

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## 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.*

# In The End It's All About Relationships

By Roger P. Levin, DDS

There is a science to referral marketing. For 38 years we have watched practices increase referrals in a very methodical and consistent way. The science works and that is wonderful, but there is a deeper aspect to the science of referral marketing.

## Understanding relationships

We recognize that it is not possible to have the same level of relationship with every referral source. However, it is possible to continually work to deepen each relationship through a highly structured strategic referral marketing program. The secret, which is not so secret, is that there is a quantity factor in referral marketing that is essential to strengthen all referring doctor relationships.

Relationships are about many things, including getting to know people, helping people, generating trust, and providing great customer service. Practices must work to deepen the relationship with each referral source in some way, shape, or form. For some it may be in giant leaps and for others it may take small steps. However, building relationships will continue to generate a strong stream of referring doctor and referring practice referrals.

## How relationships increase referrals

When you have a relationship with someone, there is an automatic unconscious expectation that the relationship will grow over time. Referring doctors have that expectation and feel that they know you, count on you, and value you. They

want all of that to go in both directions. Overall, you will have various levels of referral sources; however, one of the most essential elements of excellent referral marketing is to keep deepening each relationship by a little bit or a lot. When you do this, you will retain these referring doctors at minimum at the current level, but you will most likely increase referrals from many of them over time. This is how your lower level referring doctors become your top level and how your top-level doctors make decisions to stay with you exclusively. That is the essence and foundation of all referral marketing.

## Are you doing enough?

The truth is that most surgical practices go through cycles in referral marketing. Early in their careers, surgeons are typically pounding the pavement to meet referring doctors and begin to increase referrals. Then their lives get more complex, their practices get busier, and they often back off from the referral marketing activity that brought them to their current level. This is fine if you hire a professional relations coordinator (PRC) to ensure that referral relationships continue to grow. We recommend your PRC employ at least 15 strategies all integrated and working together. If this program is well designed, executed, and modified on a continual basis, the surgeon can confidently step back, letting the PRC take control.

So, if you want to get more referrals and protect an extraordinarily successful future, it is all about relationships.

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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