

IMPLANT PRACTICE

# SUCCESS REPORT

from Thommen Medical and Levin Group



Welcome to Issue #7 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 how to hit your implant goal and how to build your marketing plan to meet that goal.

# How to Hit Your Implant Goal

By Roger P. Levin, DDS

The truth is that most specialty practices don't have a stated implant goal. As I have presented seminars throughout the country and worldwide, I've asked practice leaders how many implant treatments they anticipate performing this year. Usually, there is a long pause that tells me that they don't know the exact answer, but they may have a general idea. After the pause, I receive answers with ballpark figures—300, 500, or 650—based on what they've done in the past.

This isn't a terrible way to approach building an implant practice and increasing the number of implants, but it's a far cry from the science of goal setting. Goal setting is an amazing process that works for one singular reason:

## ***It opens the mind to possibilities.***

When challenging goals are established, such as growing the number of implants by 20% in a single year, the methodology of achieving the goal is often unknown. If it were that simple, you wouldn't even need to state it as a goal. However, establishing a goal allows the practice to visualize it and begin to think about how it can be achieved. A practice may decide to improve relations with referring doctors, increase referral sources, try or test some direct-to-consumer style marketing, talk to more patients who are having an extraction about having an implant replacement, or train a highly skilled implant treatment coordinator. Whatever the goal is, until it is officially established, the mind does not begin to work on how it will be achieved. It's far better to start by setting the goal than worrying about how it will get done. In many cases not knowing how you'll get something done becomes a paralyzing factor and the practice never starts to pursue the higher goal.

## **We encourage every specialist and specialty practice to have an annual implant goal.**

This should include individual doctor goals and then overall practice goals. If enough implant treatments and other services take place, production will hit its established goal and the practice will then increase the single most important factor in the overall business success which is production.

The best way to approach setting an implant goal is to look at the last three year's growth or decline trends, both by number of implants placed and percentage. If the last three years averaged 8% growth in implant treatments, then the practice might want to challenge itself and go for 12% in the next year. By having a sense of how much you want to grow the implant part of the practice, then you can begin working on how to make this happen.

It's also important to regularly measure against the goal. We suggest weekly measurements for implant placements against the goal starting the first week of the 12-month process. Measure both the number of implants toward the goal and the percentage placed toward the goal. Each of these will tell a slightly different story, providing insights as to when the methodology is working and when it needs to be modified.

Goal setting is not magical, but it comes close.

# Build Your Marketing Program to Hit the Implant Goal

By Roger P. Levin, DDS

This article offers a series of steps and recommendations to help specialty practices reach the implant goal that they set each year. Here we go...

**1. Start by setting an annual implant goal.** It should be at least 5 - 10% larger than the year before. In direct mail marketing, there was a phrase that was taught in all business school programs called "beat the control." This simply means that the goal of the direct mail marketing campaign result should always be to beat the best past result. If you beat the control, it meant you found a way to improve performance.

Each year, practices should set an implant goal with a bit more growth than the year before and then work to design marketing campaigns and a treatment coordinator process to help achieve that goal. You may think you don't need to grow, but a lack of growth can put you in danger of some level of decline.

**2. Design a marketing campaign to hit the goal.** Think about what activities will help create the growth that you're seeking in the following 12 months. It may be adding an educational program for referring doctors, providing a hands-on mini-residency, vastly improving your relationship marketing program to increase overall referrals,

streamlining the new patient phone call to create value and relationship-building within the call, and providing training for you and your treatment coordinator that puts you both in the role of the marketing and sales arm for the practice.

**3. Measure every month.** There's a wonderful saying in the business world that is one of the most powerful and true business axioms: What gets measured gets done!

**4. Don't create a marketing campaign and simply run with it.**

There are too many practices that spend enormous sums of money on outside marketing agencies without truly understanding that running the same campaigns over and over will eventually create diminished results. Constantly monitoring results allows you to modify, transform and innovate the marketing strategies focused on your referring doctors. Referring doctors are still by far the largest segment of referrals and can easily add 10, 15 or 20% more in implant treatments to a practice, especially if the right marketing program and relationships are already in place.

Setting the goal, increasing referrals, designing a marketing campaign to achieve the desired increase in referrals, and continually innovating will help any specialty practice increase overall referrals and implants.

## ROGER P. LEVIN, DDS

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