



Implant Game Changers

A Whitepaper Series By Roger P. Levin, DDS

Implant Game Changers is a monthly whitepaper on an important implant practice management topic. It provides you with a quick and easy way to understand a specific business challenge and how to translate the solution into higher production and profit, greater efficiency, more implant patients, lower stress and greater personal satisfaction.

How to Add 100 Additional Implants to Your Practice in the Next 12 Months

My personal belief about goal setting is that most people don't understand the real reason that goal setting works so well and is powerful enough to help practices reach their potential. The answer isn't simply that setting goals creates focus, vision, or direction. Rather, goal setting works because it opens your mind to possibilities – such as adding 100 implants per year to the practice, hiring and training a highly skilled and strong office manager, building better team camaraderie throughout the year, or increasing referrals from five new referring doctors. While all of these are possible, you may be challenged on how to get started.

Three factors of goal setting

Goal setting is a science that works if you follow the right processes. When setting goals there are three key factors that are essential, or it is not a goal. These factors include:

- 1. Goals must be written down.** A goal that runs around in your head is nothing more than an idea. If you want to add 100 extra implants this year (our go-to example for this whitepaper) then you need to literally write down: "Add 100 additional implants this year." When you write this down, you're making a mental commitment. You are clarifying exactly what the goal is and this will allow you to prioritize this goal against others as you move forward.
- 2. Goals must have a deadline.** A goal without a deadline is next to useless. How motivated can you be with a goal that requires very little effort today because you seemingly have forever to achieve it? We suggest making a goal of adding 100 implants within the next 12 months. This is a goal that has

a sense of urgency and motivates you to begin planning. How can I do this? Enhance my referral marketing program? Hire an outside referral marketing firm? Talk to a colleague who does more implants than I do? Search for articles on how to increase the number of implants placed by surgical practices? Attend a webinar? Attend a seminar? Brainstorm with my team? Any and all of these strategies are possibilities and now your mind is churning because you have written down a specific goal with a deadline.

- 3. Goals must be measurable.** If you can't measure a goal, you won't know if you've achieved it. By stating that you want to add exactly 100 additional implants in the next 12 months, you can easily calculate whether you added 60, 87, 99 or 110 additional implants within the year. Furthermore, if you're ahead of the goal at six months, you know that you're in great shape. If you're behind, you may need to try a different strategy such as accessing a different level of expertise for your referral marketing or finding a better mentor. This is the power of measurements.

These are the three non-negotiable factors. If you violate any one of these three, you will significantly decrease the chances of achieving a goal. You become one of those people that sets the same goal year after year and never quite seems to get to it.

Don't underestimate the power of urgency

We discovered that one of the best ways to help ensure that a goal is achieved is to set an early deadline. Consider our example of adding 100 implants to the practice in the next 12 months and

what can you do to help advance the chances of achieving this goal. You've already acknowledged that you want to achieve it within 12 months, but a longer deadline sometimes gives you the latitude of moving at a certain pace that may cause you to miss the goal. If you set the goal of adding 100 additional implants in the next 10 months, your sense of urgency goes up quickly. You immediately enhance your referral marketing program, or engage a referral marketing firm sooner than you might otherwise, or find the mentor who can help you that does more implants each year than you do, etc. Setting the deadline earlier gets you moving sooner and sooner is always good when it comes to goal setting.

Summary

Yes, there are some unbelievably motivated people that seem to set a goal in their head and achieve it, but almost everybody else will do far better if the goal is written down with a deadline for accountability and a measurement to know when it's achieved. Furthermore, new academic research on goal setting has found that setting a goal earlier will give you a greater sense of urgency, which will enhance the likelihood that you achieve the goal.

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.

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.