



# MILLION DOLLAR DENTIST



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## DELIVER EFFICIENTLY

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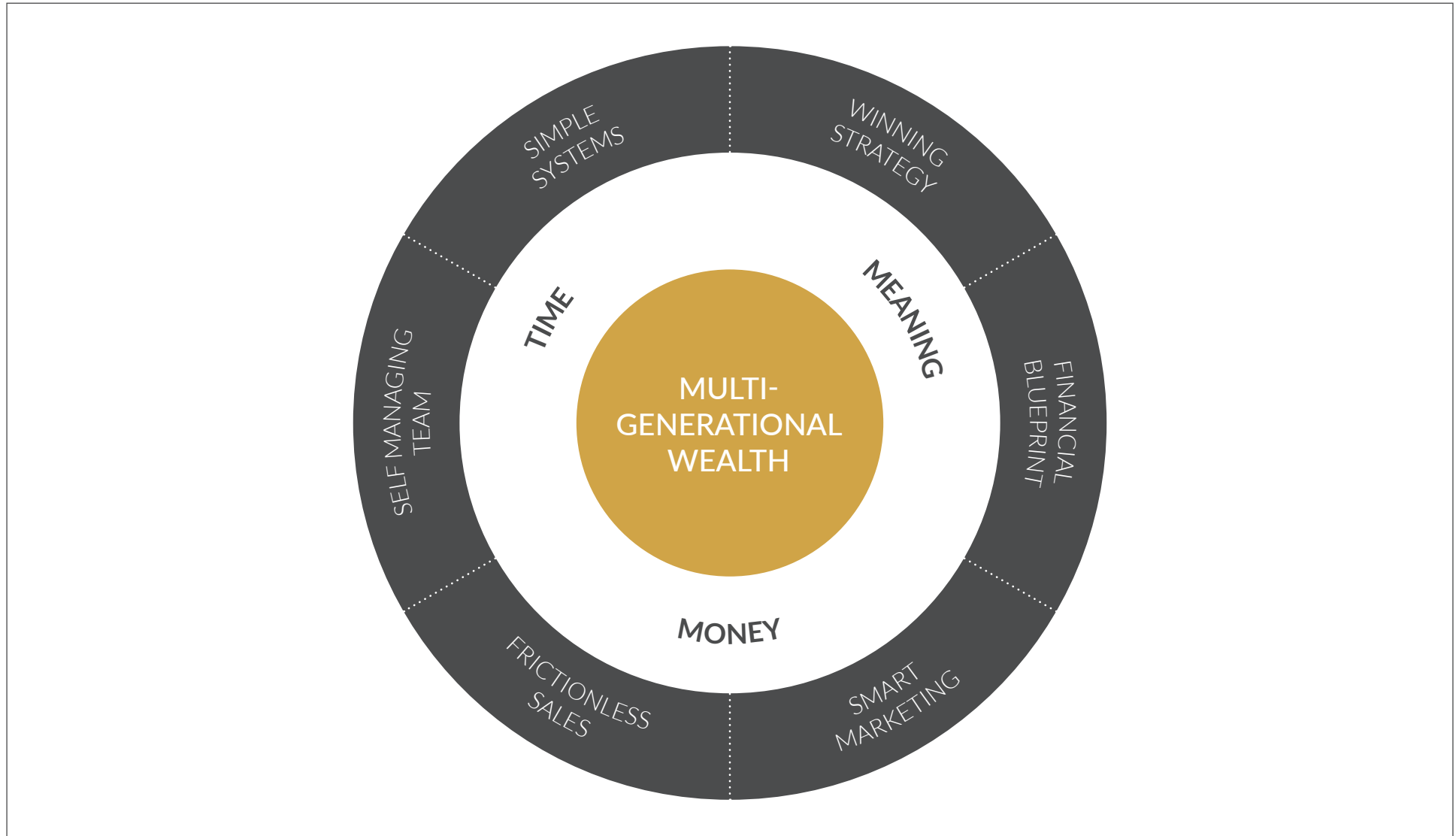
# INSIGHTS AND ACTIONS

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MODULE	INSIGHTS / TAKEAWAYS	ACTIONS
Fill your books		
Build Value		
Convert Cases		
Deliver Efficiently		
Level Up		

# SAVVY DENTIST OPERATING SYSTEM™

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# APPOINTMENT OUTCOMES

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MARKETING	SALES	DELIVERY

# NOTES

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# NOTES

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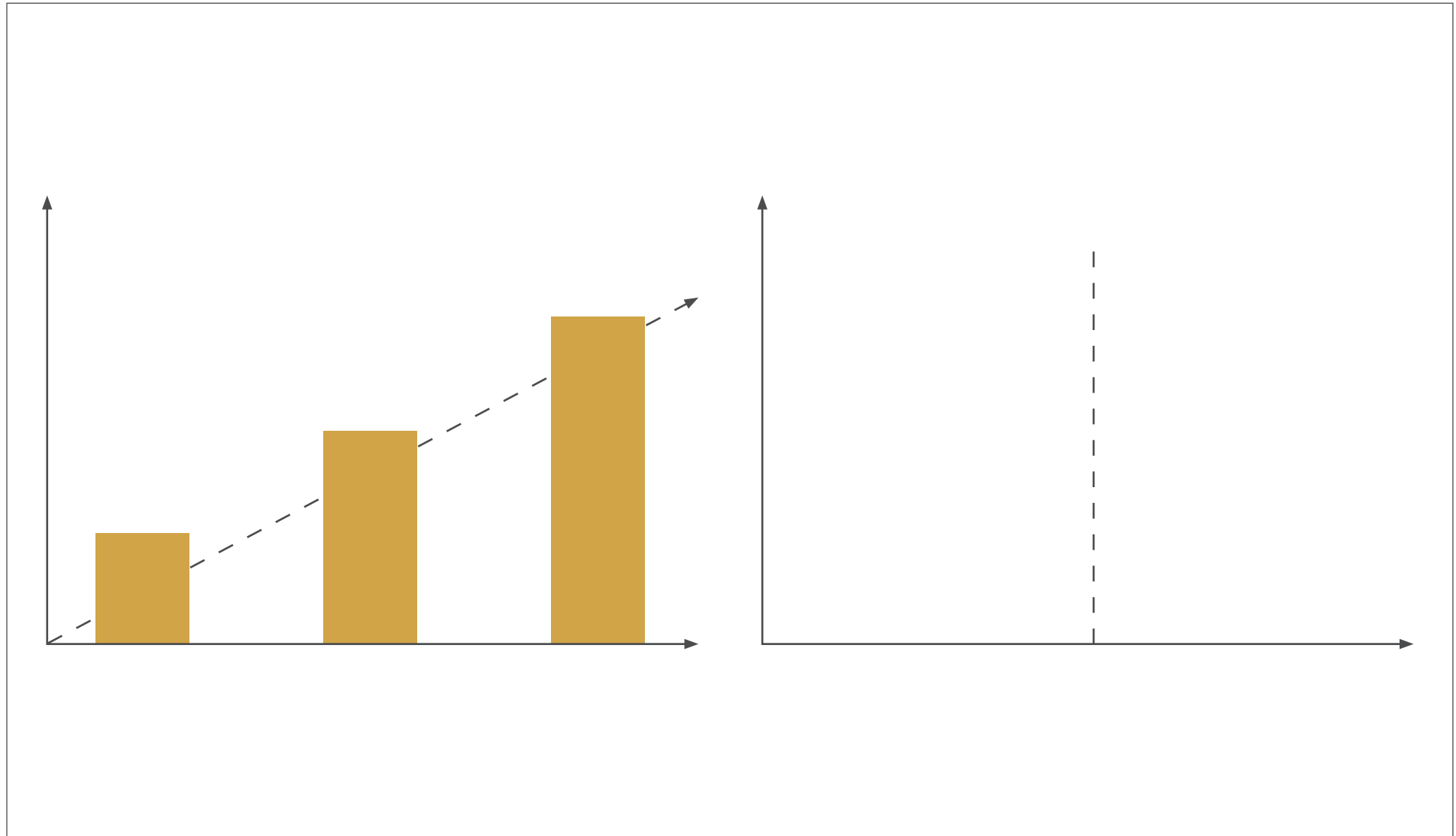


FILL YOUR BOOKS

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# THE RECALL SYSTEM

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# THE COMPELLING REASON CONVERSATION™

PRE-FRAME	1. AFFIRMATION	2. DATE	3. 3 KEY THINGS
COMPEL	4. KEY #1	5. KEY #2	6. KEY #3
NEXT STEPS	7. CALL TO ACTION	8. AFFIRMATION	9. CONFIRM DATE

## A COMPELLING REASON TO RETURN

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# A COMPELLING REASON TO RETURN

FRAMEWORK	SAMPLE 1	SAMPLE 2	SAMPLE 3
<b>Problem</b>	Crack on lower molar	Gum pockets (Gingival pockets)	Tooth decay (Caries)
<b>Consequence</b>	Propagate		
<b>Implication</b>	Nerve problem Tooth break		
<b>Seed concern &amp; potential treatment</b>	Because if it has, we will want to jump on it before it becomes an issue.		

# A COMPELLING REASON TO RETURN

---

FRAMEWORK	SAMPLE 1	SAMPLE 2	SAMPLE 3
<b>Problem</b>	Tooth wear	Tooth movement	Shadow on the x-ray (Periapical lesion)
<b>Consequence</b>			
<b>Implication</b>			
<b>Seed concern &amp; potential treatment</b>			

# CALL TO ACTION

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AUDIENCE	SCRIPT
<b>Patient</b>	I realise that you don't know what your diary is like in February, but let's get that appointment booked in today and that way it's locked and loaded. Its important this doesn't slip
<b>Reception</b>	Mary, can you please find a time for Josh in Feb that works. It's really important that we see him at that time and that it doesn't slide.
<b>Voxer</b>	Between now and February I need you to do (eg. brush, floss, splint) and generally take care of your dental health. To help you with that, I've attached a snapshot, which highlights areas of concern we spoke about so you know exactly where to focus your energy and effort.

# NOTES

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# ASKING FOR A REFERRAL OR REVIEW

<p><b>PREFRAME</b></p> <p><i>It's important to me that you have a good experience. So at the end of today's appointment, I'd like to ask how it went for you.</i></p>	<p><b>APPOINTMENT</b></p>	
<p><b>REMINDE OF PRE-FRAME</b></p> <p><i>Mrs Jones, do you remember at the beginning of the appointment, I said I'd ask for some feedback?</i></p>	<p><b>ASK THEIR EXPERIENCE</b></p> <p><i>Can you tell me how the experience was for you today?</i></p>	<p><b>THANK THEM</b></p> <p><i>Thanks so much for that. I've enjoyed the visit too.</i></p>
<p><b>PHILOSOPHY</b></p> <p><b>REFERRAL:</b> <i>You might not realise that we are primarily referral based and we are selective about who we take on as patients.</i></p> <p><b>REVIEW:</b> <i>You might not know that some people feel uncomfortable coming to the dentist</i></p>	<p><b>ASK THE FAVOUR</b></p> <p><b>REFERRAL:</b> <i>But if you have any family or friends you'd like us to look after on your behalf, we'd be happy to do so</i></p> <p><b>REVIEW:</b> <i>If I give you a link, can you share your experience so that others understand that its an enjoyable experience</i></p>	<p><b>NEXT STEPS</b></p> <p><b>REFERRAL:</b> <i>Please take a card and offer it to whomever you have in mind.</i></p> <p><b>REVIEW:</b> <i>We'll text / email you the link, and can you write one or 2 sentences and all you need to do is hit the 'post' button.</i></p>

# ASKING FOR A REFERRAL OR REVIEW

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<b>PREFRAME</b>	<b>APPOINTMENT</b>	
<b>REMINDE OF PRE-FRAME</b>	<b>ASK THEIR EXPERIENCE</b>	<b>THANK THEM</b>
<b>PHILOSOPHY</b>	<b>ASK THE FAVOUR</b>	<b>NEXT STEPS</b>

# NOTES

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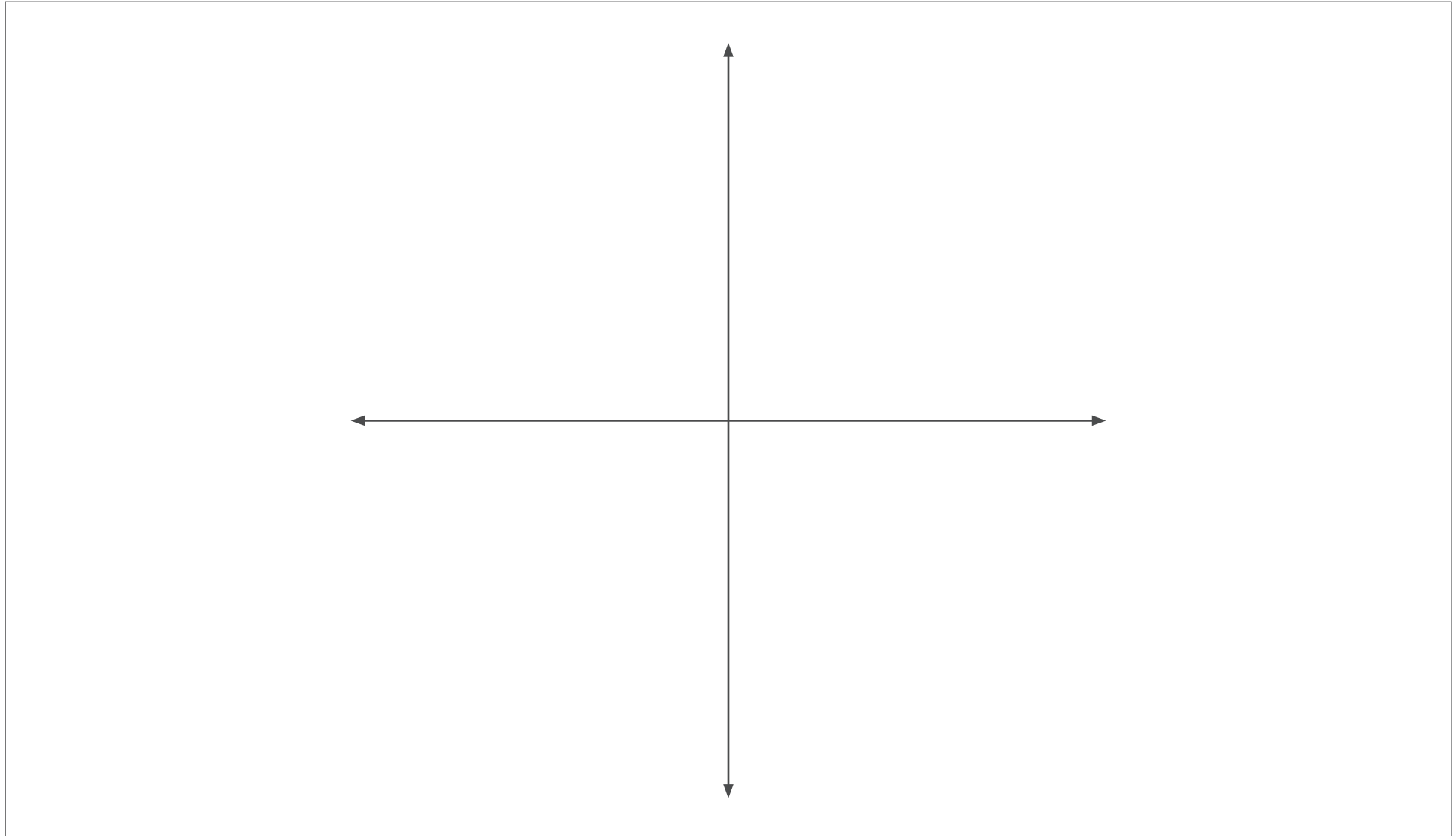
# PRE-BLOCK YOUR APPOINTMENT BOOK

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CHAIR 1	HYGIENE

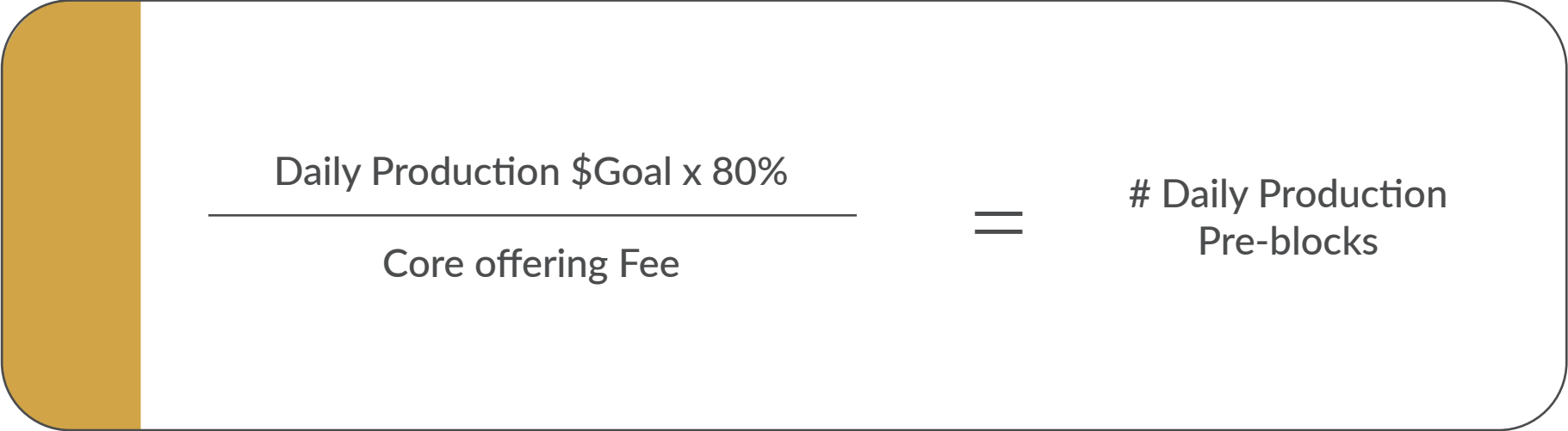
# PRODUCTION PRE-BLOCKS

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## PRE-BLOCK YOUR APPOINTMENT BOOK

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$$\frac{\text{Daily Production \$Goal} \times 80\%}{\text{Core offering Fee}} = \text{\# Daily Production Pre-blocks}$$

# THE TLC CALL

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*Hi Josh*

*Its Dr Green from Bespoke Dental. I am just calling as I promised I would.*

*I just wanted to call and check how you are travelling after (x) procedure 2 days ago. How's it going?*

*Do you have any questions for me?*

*Great.*

*We'll see you at your next appointment (state time period / date) for (reason)*

*Thanks so much.*

# NOTES

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# NOTES

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BUILD VALUE

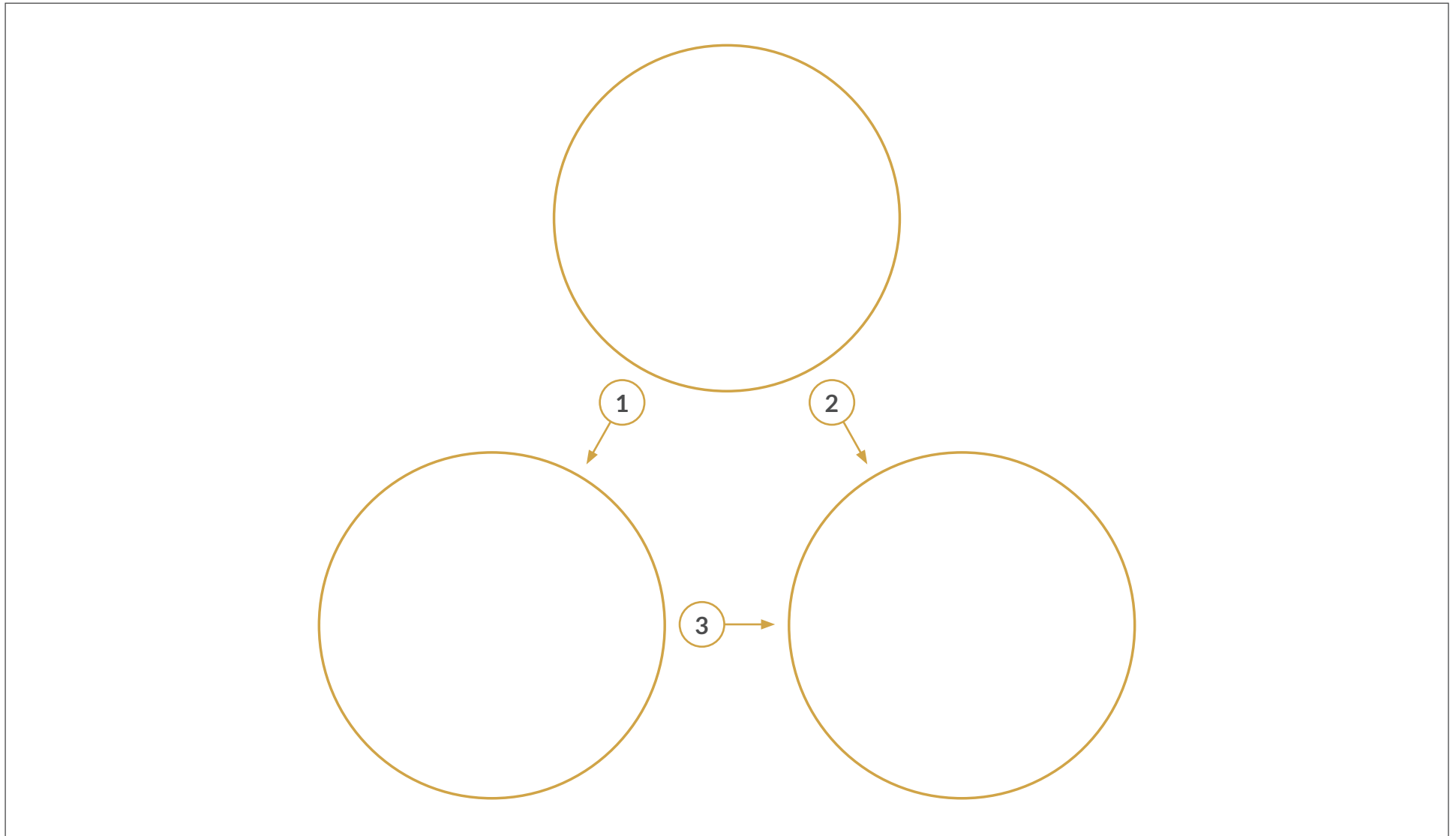
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# BUILD VALUE

TREATMENT ROOM			RECEPTION
START	MIDWAY	END	HANDOVER
<p>Hey Josh</p> <p>Great we are getting this done today.</p> <p>Clearly this cavity is not going to get smaller. I'm relieved we are getting onto it now.</p>	<p>Really am glad we got started on this. The cavity is bigger than I anticipated, and if we had waited any longer it almost certainly could have caused something more nasty.</p>	<p>I'm happy to report that the filling has gone smoothly.</p> <p>As I mentioned earlier, it was bigger than expected so I'm glad we got onto it because if we left it, it would almost certainly have given you a lot of grief.</p> <p>The issue this presents is that the outstanding filling on the left hand side might also be bigger than expected, so now I want to make sure we don't delay and we get onto it as quickly as possible.</p> <p>The last thing you need is a toothache or root canal therapy.</p>	<p>(see worksheet: Patient Handover)</p>

# PATIENT HANDOVER

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# PATIENT HANDOVER

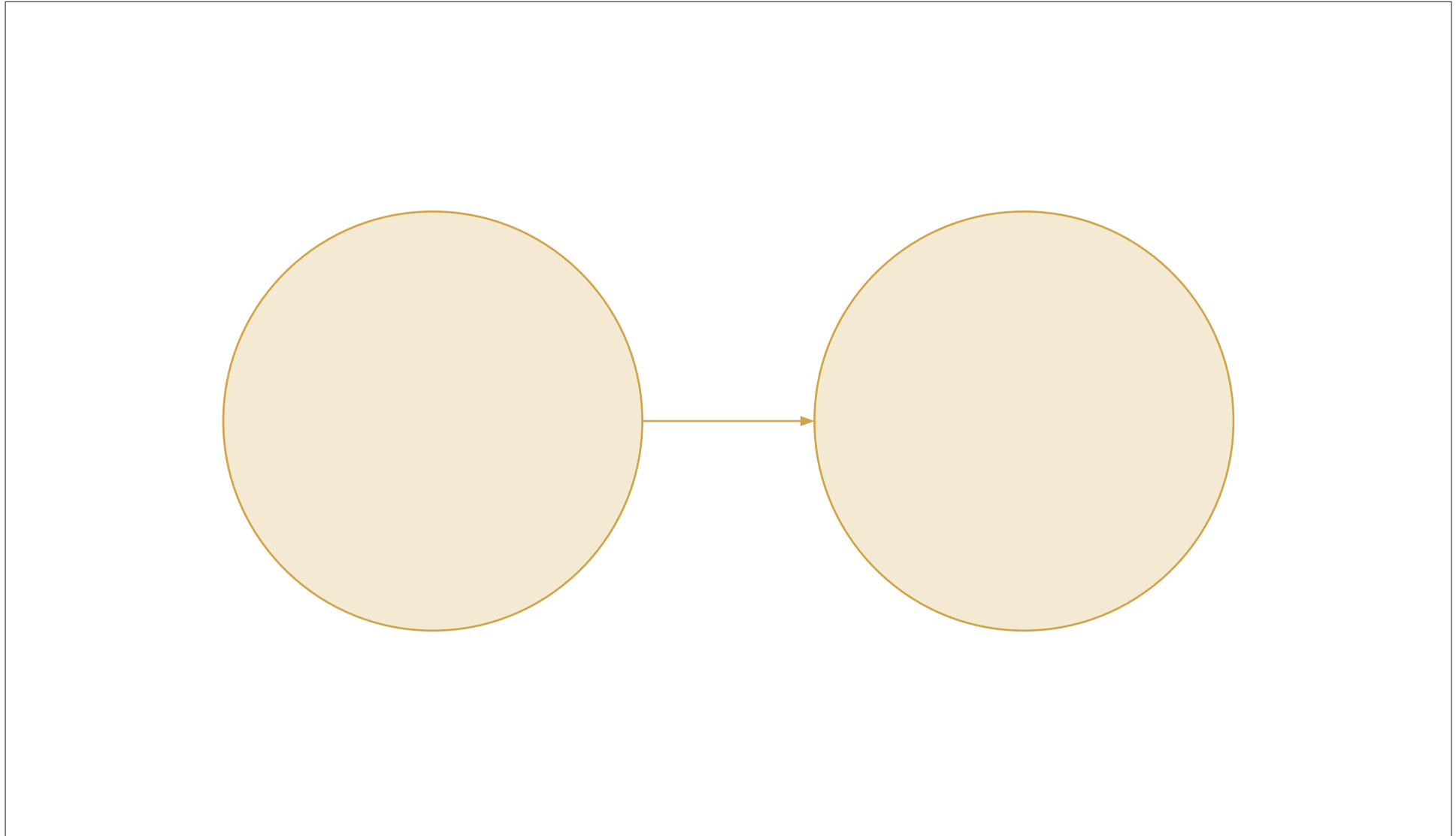
<p>1 PASSING MEMBER TO RECEIVING MEMBER</p>	<p><b>CELEBRATE PATIENT</b></p> <p><i>Bob has done really well today. We covered a lot of territory</i></p> <p><i>The filling today was bigger than expected and I'm glad we got it done, because had we left it, it almost certainly would have given Bob problems</i></p>	<p><b>COMPELLING REASON</b></p> <p><i>My worry is that ...</i></p> <ul style="list-style-type: none"> <li>• problem</li> <li>• consequence</li> <li>• implication</li> <li>• seed concern</li> </ul>	<p><b>NEXT STEPS</b></p> <p><i>Our next step is to book an appointment.</i></p> <p><i>Mary, can you please find a time for Bob in Feb that works.</i></p> <p><i>It's really important that we see him at that time and that it doesn't slide.</i></p>
<p>2 PASSING MEMBER TO PATIENT</p>	<p><b>COMPELLING REASON</b></p> <p><i>Bob, given today's filling was bigger than expected</i></p> <ul style="list-style-type: none"> <li>• problem</li> <li>• consequence</li> <li>• implication</li> <li>• seed concern</li> </ul>	<p><b>NEXT STEPS</b></p> <p><i>So let's get that appointment booked in ASAP. We just don't want a drama.</i></p> <p>OR</p> <p><i>Let's get that appointment booked in today and that way its locked and loaded. Its important this doesn't slip.</i></p>	<p><b>EDIFY &amp; EXIT</b></p> <p><i>Mary is an expert at finding a time that will sync well with your diary and ours.</i></p> <p><i>Is there anything you need from me before I leave you with Mary?</i></p>
<p>3 RECEIVING MEMBER TO PATIENT</p>	<p><b>TEST UNDERSTANDING</b></p> <p><i>So Bob, Dr. Green mentioned that you prefer a morning appointment and that he needs 45 mins to get that procedure done.</i></p>	<p><b>COMPELLING REASON</b></p> <p><i>He's keen to get that done ASAP because he's worried about ...</i></p> <ul style="list-style-type: none"> <li>• problem</li> <li>• consequence</li> <li>• implication</li> <li>• seed concern</li> </ul>	<p><b>BOOK APPOINTMENT</b></p> <p><i>(See Patient Appointment Booking Framework and use cascading series of alternate choices)</i></p>

# PATIENT HANDOVER

<p><b>1</b> PASSING MEMBER TO RECEIVING MEMBER</p>	<p><b>CELEBRATE PATIENT</b></p>	<p><b>COMPELLING REASON</b></p>	<p><b>NEXT STEPS</b></p>
<p><b>2</b> PASSING MEMBER TO PATIENT</p>	<p><b>COMPELLING REASON</b></p>	<p><b>NEXT STEPS</b></p>	<p><b>EDIFY &amp; EXIT</b></p>
<p><b>3</b> RECEIVING MEMBER TO PATIENT</p>	<p><b>TEST UNDERSTANDING</b></p>	<p><b>COMPELLING REASON</b></p>	<p><b>BOOK APPOINTMENT</b></p>

# PATIENT TRANSFER

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# PATIENT TRANSFER: PASS THE BATON

COMPELLING REASON	ESTABLISH REASON TO HANDOVER	INTRODUCE & EDIFY ASSOCIATE
<p>Bob,</p> <ul style="list-style-type: none"> <li>• problem</li> <li>• consequence</li> <li>• implication</li> <li>• seed concern</li> </ul>	<p>Bob, this treatment is important and it can't wait.</p> <p>The challenge that we face is that next available appointment is . . .</p> <p>(outside the desired time frame)</p>	<p>My strong desire is that this is treated in a timely manner. For that reason, I'd love to introduce you to my associate Dr. Peters. She is an expert at this particular type of treatment.</p> <p>In fact Dr. Peters is my dentist.</p> <p>OR</p> <p>Dr. Peters has done this type of treatment for many of our patients.</p>
TEST FOR ACCEPTANCE	REMOVE RISK / OBJECTIONS	REITERATE COMPELLING REASON
<p>How does that sound to you?</p> <p>OR</p> <p>Are you ok with that?</p>	<p>If I have a change of schedule prior to that time, I'm more than happy to do that treatment myself.</p>	<p>I just don't want to leave this because of</p> <ul style="list-style-type: none"> <li>• problem</li> <li>• consequence</li> <li>• implication</li> <li>• seed concern</li> </ul>

# PATIENT TRANSFER: PASS THE BATON

---

COMPELLING REASON	ESTABLISH REASON TO HANDOVER	INTRODUCE & EDIFY ASSOCIATE
TEST FOR ACCEPTANCE	REMOVE RISK / OBJECTIONS	REITERATE COMPELLING REASON

# PATIENT TRANSFER: RECEIVE THE BATON

SOCIAL	<p><b>INTRODUCTION</b></p> <p><i>Nice to finally meet you. I've heard a lot about you.</i></p> <p><i>It's good to have a face to put to the name.</i></p>	<p><b>ALIGNMENT</b></p> <p><i>Your name came up in conversation the other day and Dr. Green mentioned ...</i></p> <p>(something interesting about them OR an interest of theirs)</p>	<p><b>LEVERAGE RELATIONSHIP</b></p> <p><i>He's bound to be curious when I see him next, tell me ...</i></p>
	CLINICAL	<p><b>CHECK IN</b></p> <p><b>BEFORE STARTING</b></p> <p><i>Last time you were in you mentioned 'x' to Dr. Green. How's it going?</i></p> <p>(OR)</p> <p><b>DURING EXAM</b></p> <p><i>You will probably recall that Dr. Green was keeping an eye on 'x'. Now I know why he was keeping an eye on that.</i></p>	<p><b>COMPELLING REASON</b></p> <p><i>You'll probably recall ...</i></p> <ul style="list-style-type: none"> <li>• problem</li> <li>• consequence</li> <li>• implication</li> <li>• seed concern</li> </ul>

# PATIENT TRANSFER: RECEIVE THE BATON

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<b>SOCIAL</b>	<b>INTRODUCTION</b>	<b>ALIGNMENT</b>	<b>LEVERAGE RELATIONSHIP</b>
	<b>CHECK IN</b>	<b>COMPELLING REASON</b>	<b>RESULT</b>
<b>CLINICAL</b>			

# NOTES

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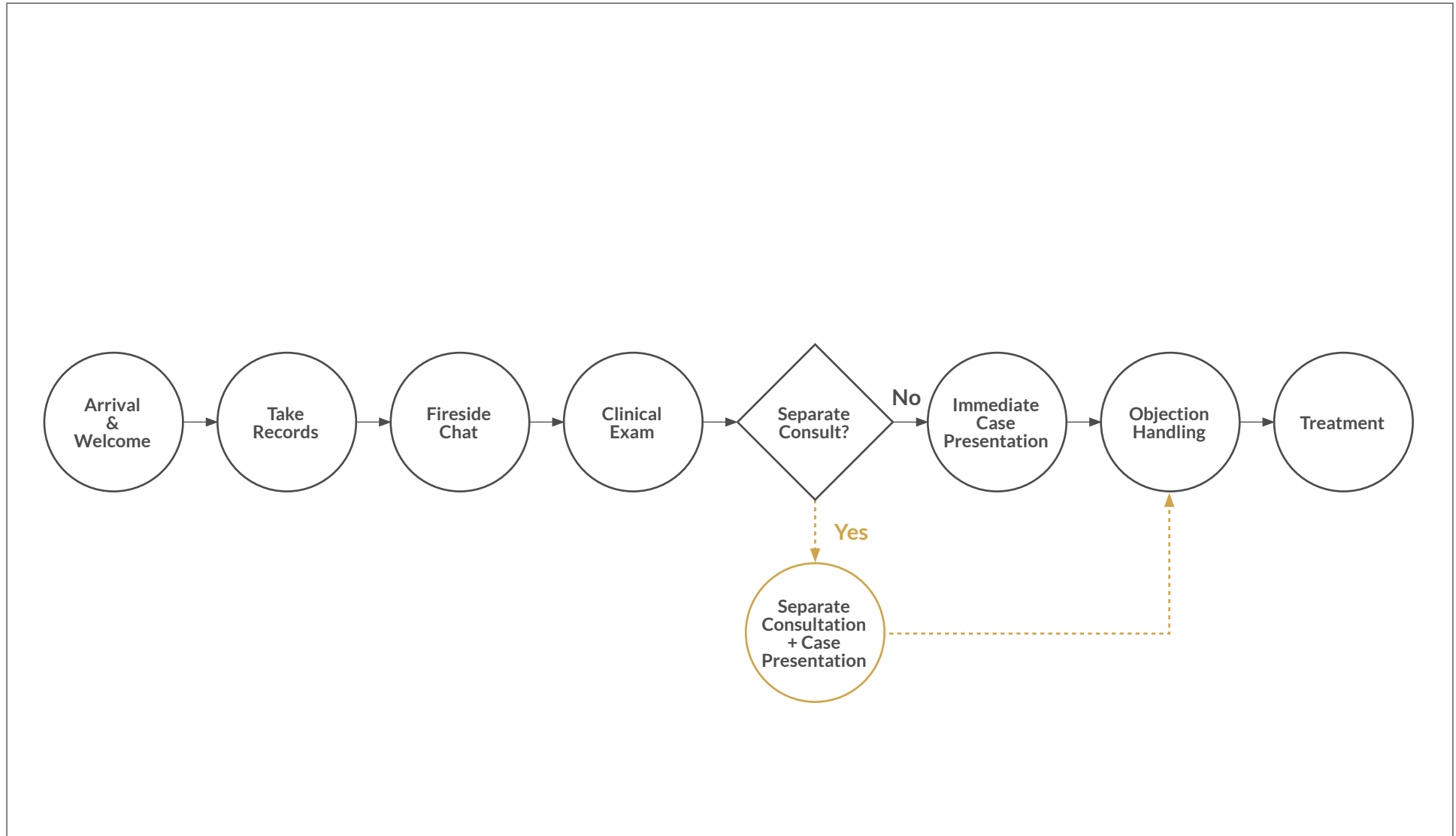
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# CONVERT CASES

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# THE NEW PATIENT EXAM



# FIRESIDE CHAT

<p><b>1. GREET</b></p> <p><i>Hello Mrs Jones, I am Jesse Green. Welcome to our practice.</i></p> <p><i>Today we are going to be spending an hour together and before I examine you clinically, I thought it would be good to have a conversation with you to find out a little bit more about you and your past dental experiences. Is that ok with you?</i></p>	<p><b>2. ENROL</b></p> <p><i>Before we get into that, I just want to mention that our goal is to make you feel as comfortable as possible.</i></p> <p><i>It's important that you let me know how you are feeling throughout the process so I can be sure I am meeting your needs. If there is anything we can do to make your experience more comfortable, please do let me know</i></p>	<p><b>3. QUESTIONS TO EXPLORE</b></p> <ul style="list-style-type: none"> <li>• Chief complaint</li> <li>• Dental history &amp; past experience</li> <li>• Dental philosophy</li> <li>• Perception of current dental health</li> <li>• Patient goals</li> <li>• Current home care regime</li> </ul> <p>(see over page)</p>
<p><b>4a. PRE-FRAME</b></p> <p><b>Separate consultation</b></p> <p><i>Mrs. Jones, we will try to get through everything and come up with a treatment plan for you today. However, depending on the complexity of your needs, I may need to spend time considering all the information we gather today so that I can give you the best options to consider. So that I can do this for you, I may need to schedule a follow up consultation over a cup of tea with you, which would of course be free of charge. Is that OK with you?</i></p>	<p><b>4b. PRE-FRAME</b></p> <p><b>Expectations / obligations</b></p> <p><i>Mrs. Jones, you can expect me to be as meticulous and thorough as possible. I will take as much time as needed to assess your needs and to develop a plan that meets your needs as required. We do not do conveyor belt dentistry here . I believe that for us to help patients achieve what they want, our relationship needs to be based on mutual obligation. That's why we created the Patient Covenant, which you would have received in your welcome pack. How does all that sit with you?</i></p>	<p><b>4c. PRE-FRAME</b></p> <p><b>Referrals &amp; Reviews</b></p> <p><i>Mrs. Jones, it is really important to me that you have a great experience at our practice. At the end of the appointment, I am going to ask how you found it. I'd really value any feedback you have.</i></p>
<p><b>5. SUMMARISE</b></p> <p><i>So to make sure we are on the same page, what's important to you is . . .</i></p> <p>(reflect back significant answers to questions)</p>	<p><b>6. SEGUE</b></p> <p><i>Ok Mrs Jones, before I look at your teeth I just want to look at your medical history to make sure I have all the information so I can treat you safely.</i></p>	

# QUESTIONS TO EXPLORE

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## A. CHIEF COMPLAINT

*"I believe you have a ....."*

*"Susie, our receptionist, indicated you have a ....."*

*"How can I help you today?"*

## B. DENTAL HISTORY AND PAST EXPERIENCES

*"Can you tell me about your previous dental experiences?"*

*"As you look back on those experiences, is there anything that makes you think "that made life easier" or "I didn't enjoy that"?"*

*"How do you feel about being at the dentist today?"*

## C. DENTAL PHILOSOPHY

*"So, from your perspective what's the most important thing about receiving regular dental care?"*

*"Our goal/ philosophy is ..... (share your philosophy)"*

## D. PERCEPTION OF CURRENT DENTAL HEALTH

*"How do you feel about your oral health at the moment? On a scale of 1-10 how would you rate it?"*

*"What factors do you think are responsible for that score?"*

*"Can you tell me more about that?"*

## If they have a denture:

*"How long have you had it?"*

*"How comfortable is your denture?"*

*"On a scale of 1-10 how would you rate your ability to chew?"*

*"Do you have to be mindful of what you order at restaurants?"*

*"Do you get food caught?"*

*"Does it affect your speech in any way?"*

*"How do you feel about its appearance?"*

## E. PATIENT GOALS

*"Using the same 1-10 scale, how healthy would you like your mouth to be?"*

*"What does that look like for you?"*

*"If you had a magic wand and could change anything about your mouth, would you?"*

*"What would that be?"*

*"What are your long term goals for your dental health?"*

## F. CURRENT HOME CARE REGIME

*"Can you tell me about your home care routine please?"*

# YOUR FIRESIDE CHAT

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## FRAMEWORK

## QUESTIONS TO EXPLORE

<b>1. GREET</b>	<ul style="list-style-type: none"><li>• Chief complaint</li></ul>	<ul style="list-style-type: none"><li>• Perception of current dental health</li></ul>
<b>2. ENROL</b>		
<b>3. QUESTIONS TO EXPLORE</b>	<ul style="list-style-type: none"><li>• Dental history &amp; past experience</li></ul>	<ul style="list-style-type: none"><li>• Patient goals</li></ul>
<b>4. PRE-FRAME</b>		
<b>5. SUMMARISE</b>	<ul style="list-style-type: none"><li>• Dental philosophy</li></ul>	<ul style="list-style-type: none"><li>• Current home care regime</li></ul>
<b>6. SEGUE</b>		

# 10 KEYS TO A GREAT CLINICAL EXAM

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	<b>START EXTRA-ORALLY</b>
	<b>ACKNOWLEDGE THEIR CHIEF COMPLAINT</b>
	<b>USE METAPHORS TO EDUCATE</b>
	<b>FORWARD ANNOUNCE YOUR ACTION</b>
	<b>REVEAL THE CRITERIA TO ENSURE CO-DISCOVERY</b>
	<b>THINK OUT LOUD</b>
	<b>SMARTEN DOWN YOUR LANGUAGE</b>
	<b>HEIGHTEN CONCERN</b>
	<b>LOOK PRO WITH TECH</b>
	<b>CONSTANTLY CHECK IN</b>

# USE METAPHORS TO EDUCATE

---

TERM	METAPHOR (its like . . .what?)
<b>Crown</b>	It's like a tooth coloured, tooth shaped thimble that sits over the top of the tooth and its role is to wrap the tooth up and protect it from breaking.
<b>Bridge</b>	It's like the Sydney harbour bridge. The teeth either side act as the pylons, we build one prosthesis that spans the 2 teeth and the gap.
<b>Gum disease</b>	Just like having a fence post, the more you have underground, the more stable it is.
<b>Missing teeth</b>	It's like taking a book out of the bookcase and the books on either side of the space tend to collapse inwards.

# USE METAPHORS TO EDUCATE

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TERM	METAPHOR (its like . . .what?)
Root Canal Therapy	
Dentures	
Matrix band	
Single visit crown	

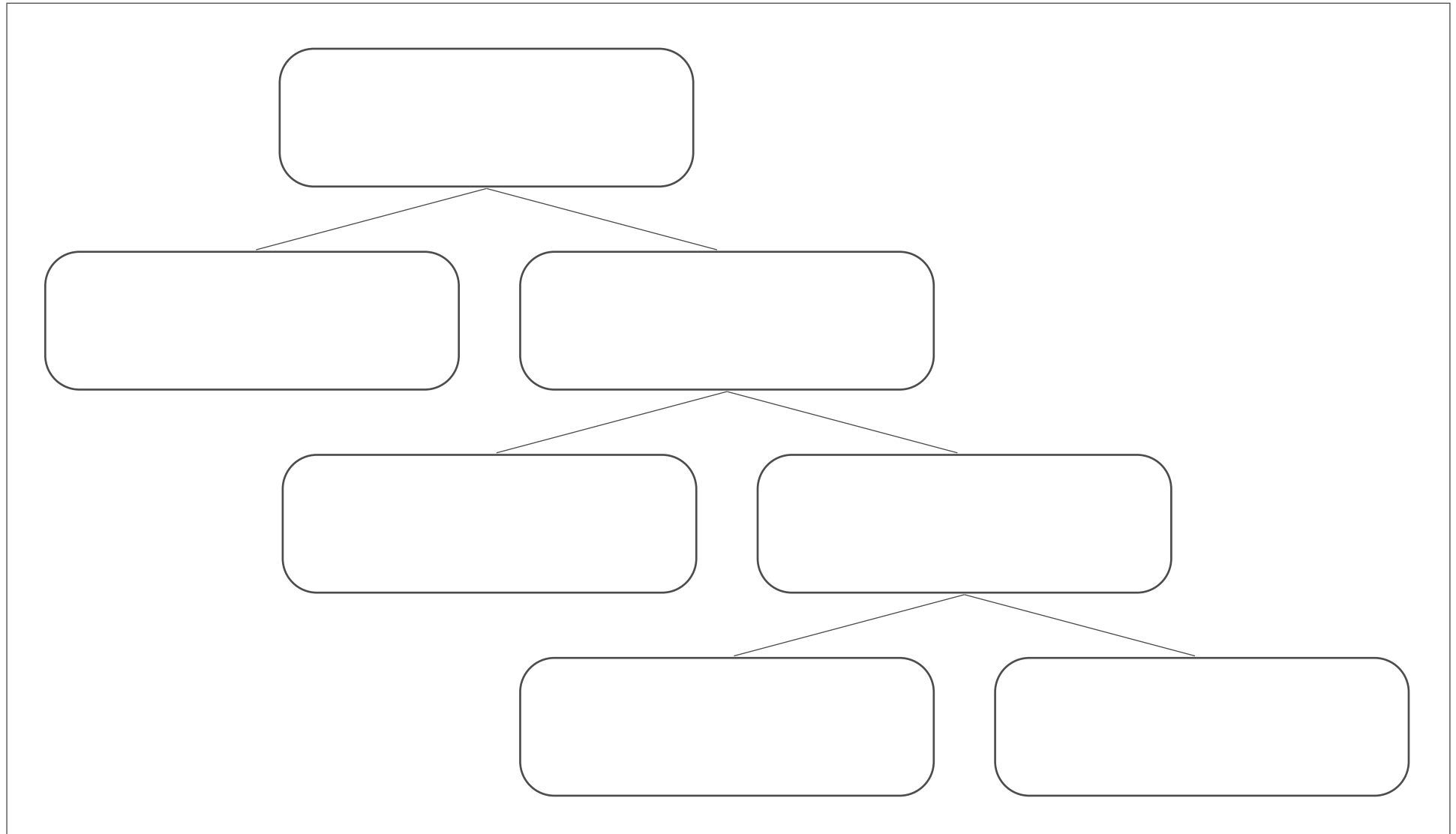
# NOTES

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# PRESENTING SIMPLE CASES

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# PRESENTING SIMPLE CASES

SITUATION	OPTIONS	INFERIOR
<p>You have a large cavity in a tooth and the tooth has a crack in it.</p>	<p>Here are 2 things we could do</p> <p><b>Inferior:</b> we could restore tooth with direct restoration, sometimes called a filling.</p> <p><b>Superior:</b> Or use indirect restoration which is made outside of mouth, then cement it into the tooth.</p>	<p><b>Advantage:</b> This is the cheapest option and can be done in one sitting.</p> <p><b>Disadvantage:</b> However, the disadvantage is that it doesn't adequately address the crack in tooth and we are asking the filling material to do a job its not designed to do, and its likely to break.</p>
SUPERIOR	TEST POSSIBLE SOLUTION	NEXT STEPS
<p><b>Disadvantage:</b> When it comes to indirect restorations, the main disadvantage is cost.</p> <p><b>Advantage:</b> The advantage however is that the restoration is custom made, which means it is an exact replica of what we need it to be.</p> <p>As well as reinforcing the cracked tooth structure, it will be strong enough to withstand chewing forces so it will last longer.</p>	<p>Which one of those do you think would work best for you?</p>	<p><b>If Inferior:</b> Ok, let's do that.</p> <p><b>If Superior:</b> So when it comes to indirect restorations there are two types we can do . . .</p> <p>An inlay (inferior) or a crown (superior) . . .</p>

# PRESENTING SIMPLE CASES

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SITUATION	OPTIONS	INFERIOR
SUPERIOR	TEST POSSIBLE SOLUTION	NEXT STEPS

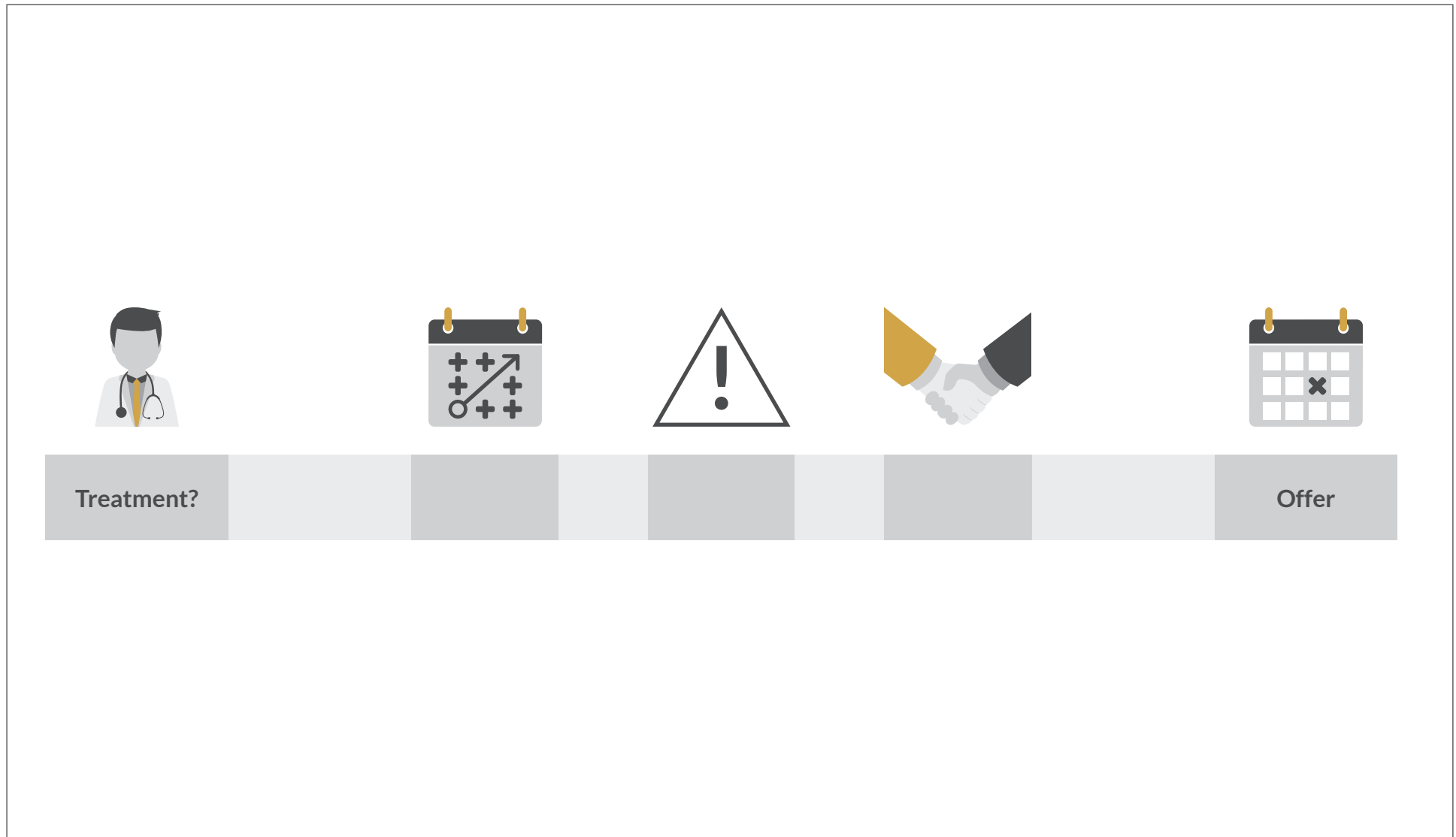
# NOTES

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# ANY 'NO' = SEPARATE CONSULT

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# OFFER SEPARATE CONSULT

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## 1. REMIND

*Mrs Jones, do you remember that I said at the beginning of the appointment that if things were complicated I might need more time to formulate the treatment plan.*

## 2. RECIPROCITY

*That's the case here, so I am going to spend some extra time to review your records after work to come up with a treatment plan that meets the needs that are important to you.*

## 3. BUILD VALUE

*So you know what I am considering*

- *(problem + implication x 3)*

*What I am trying to achieve is*

- *(motivator / concern)*

*With these cases we get one good bite of the cherry, so we have to get it right from the outset. And the way to do that is have a good plan of attack.*

## 4. MINIMISE RISK

*Obviously there is no extra charge for you. I just need some clear thinking time.*

## 5. PROMPT THE BOOKING

*What we need to do now is go out and see Mary and schedule a time that works for, ideally it will be this week.*

## 6. REITERATE (If required)

*Mrs Jones, as I said (problem + implication x 3),*

*There is a variety of things we could do here, and I'm hesitant to give you a definitive solution right now.*

*What we have to understand is that we can't change anything in isolation, I really to think about how it effects the full mouth and for that I need some time.*

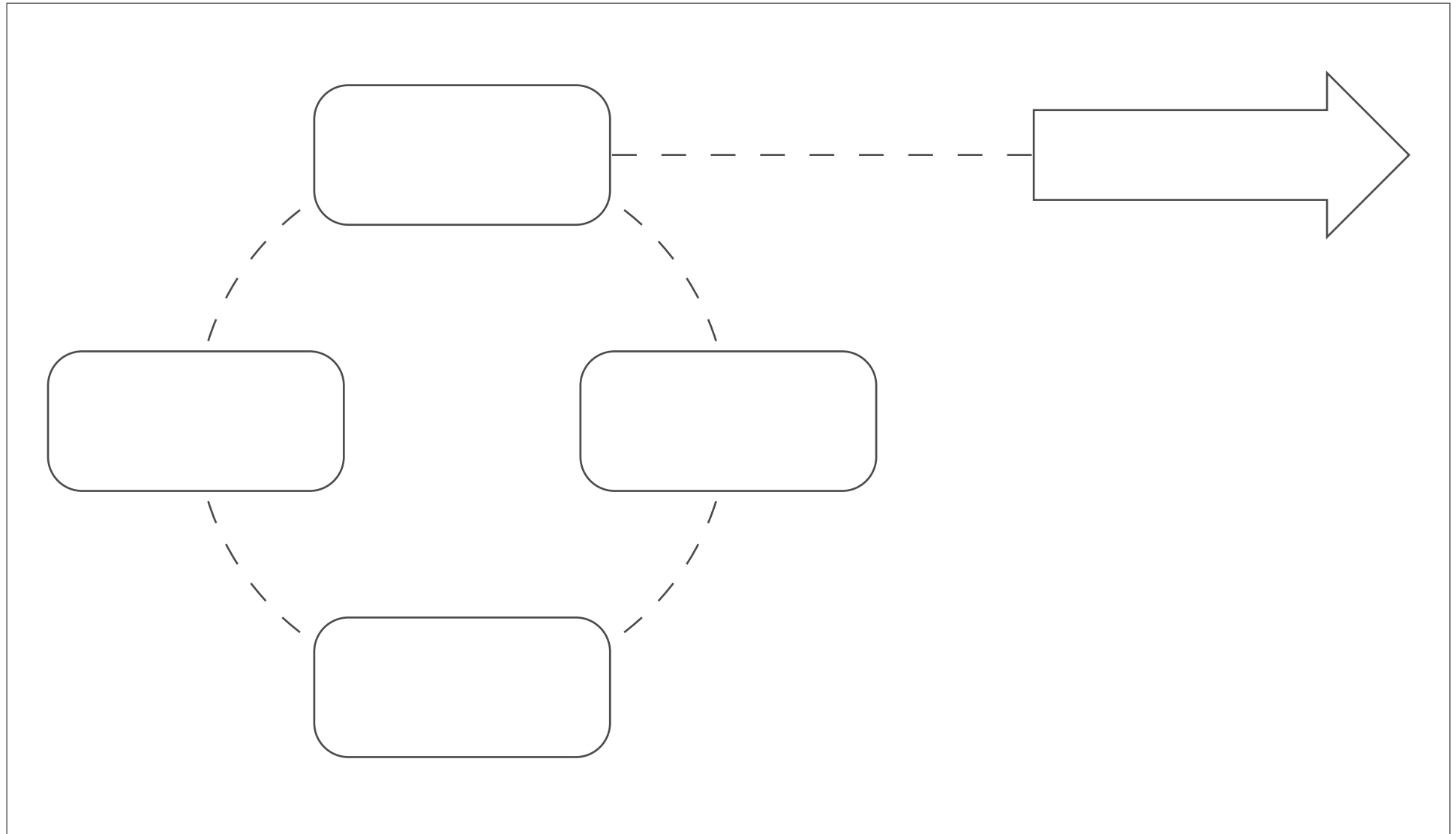
# OFFER SEPARATE CONSULT

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<b>1. REMIND</b>	<b>2. BUILD RECIPROCITY</b>	<b>3. BUILD VALUE</b>
<b>4. MINIMISE RISK</b>	<b>5. PROMPT THE BOOKING</b>	<b>6. REITERATE (If required)</b>

# MANAGE OBJECTIONS

---



# MANAGE OBJECTIONS

<b>YOUR OBJECTION HIT PARADE</b> (what are the 5 most common objections you face in your practice?)	<b>THE 4 MOST COMMONLY USED OBJECTION HANDLING TECHNIQUES</b>
1.	<b>1. Feel, Felt Found</b> <i>"I understand you're anxious about experiencing pain. Other patients have felt this way too. However, what they found was that with today's techniques and anaesthetics, they were very comfortable."</i>
2.	<b>2. Objection is the Reason For Proceeding</b> <i>"That's exactly why you should have the crown. By crowning the tooth we are going to prevent it breaking, and avoid more costly treatment later."</i>
3.	<b>3. Name the Elephant</b> <i>"It appears you have some concerns about proceeding with treatment. What is it that is worrying you?"</i>
4.	<b>4. Solve the Problem</b> <i>"If we could find a way to fit the treatment into the family budget, would you be happy to proceed?"</i>
5.	

# NOTES

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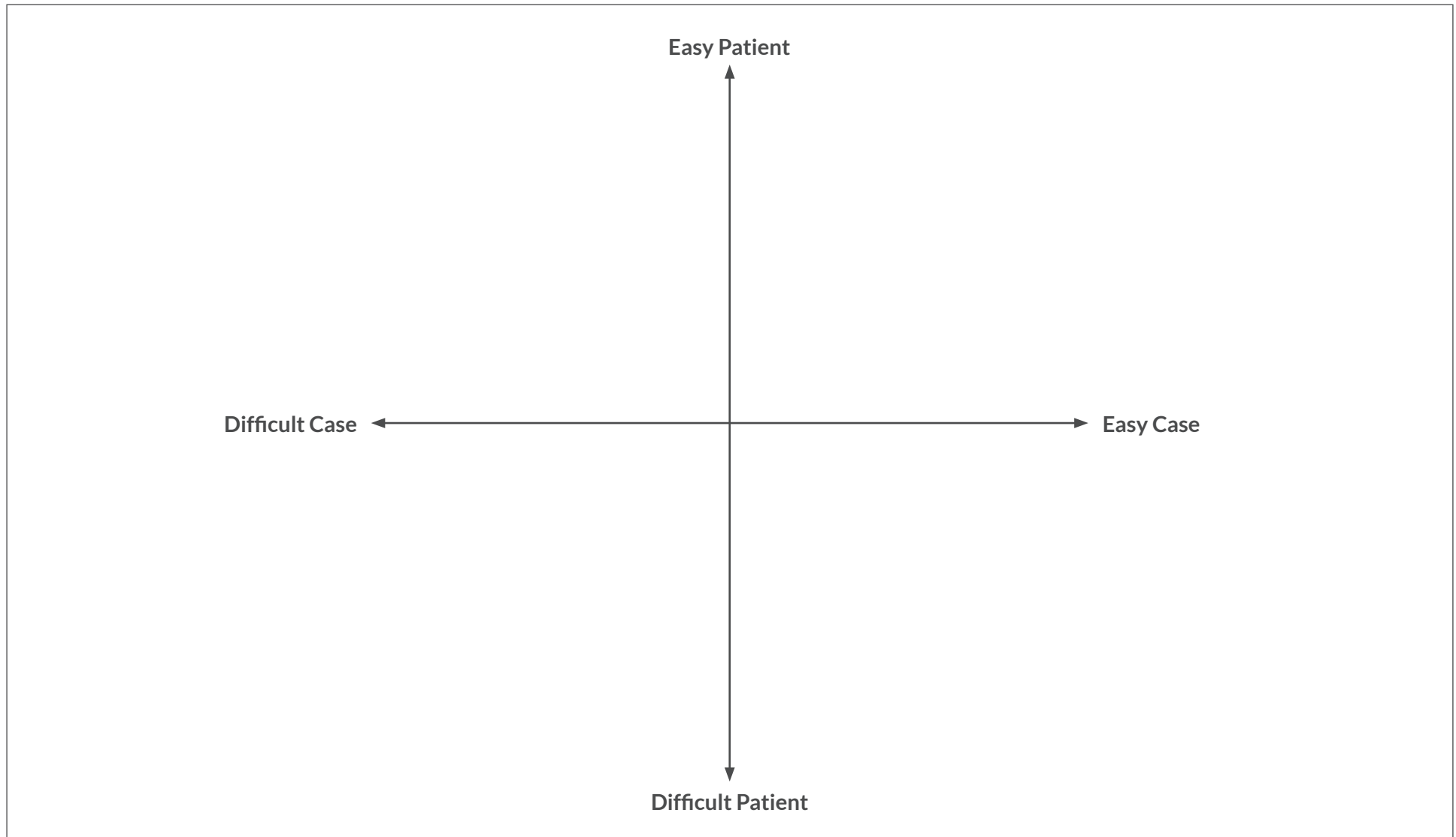


DELIVER EFFICIENTLY

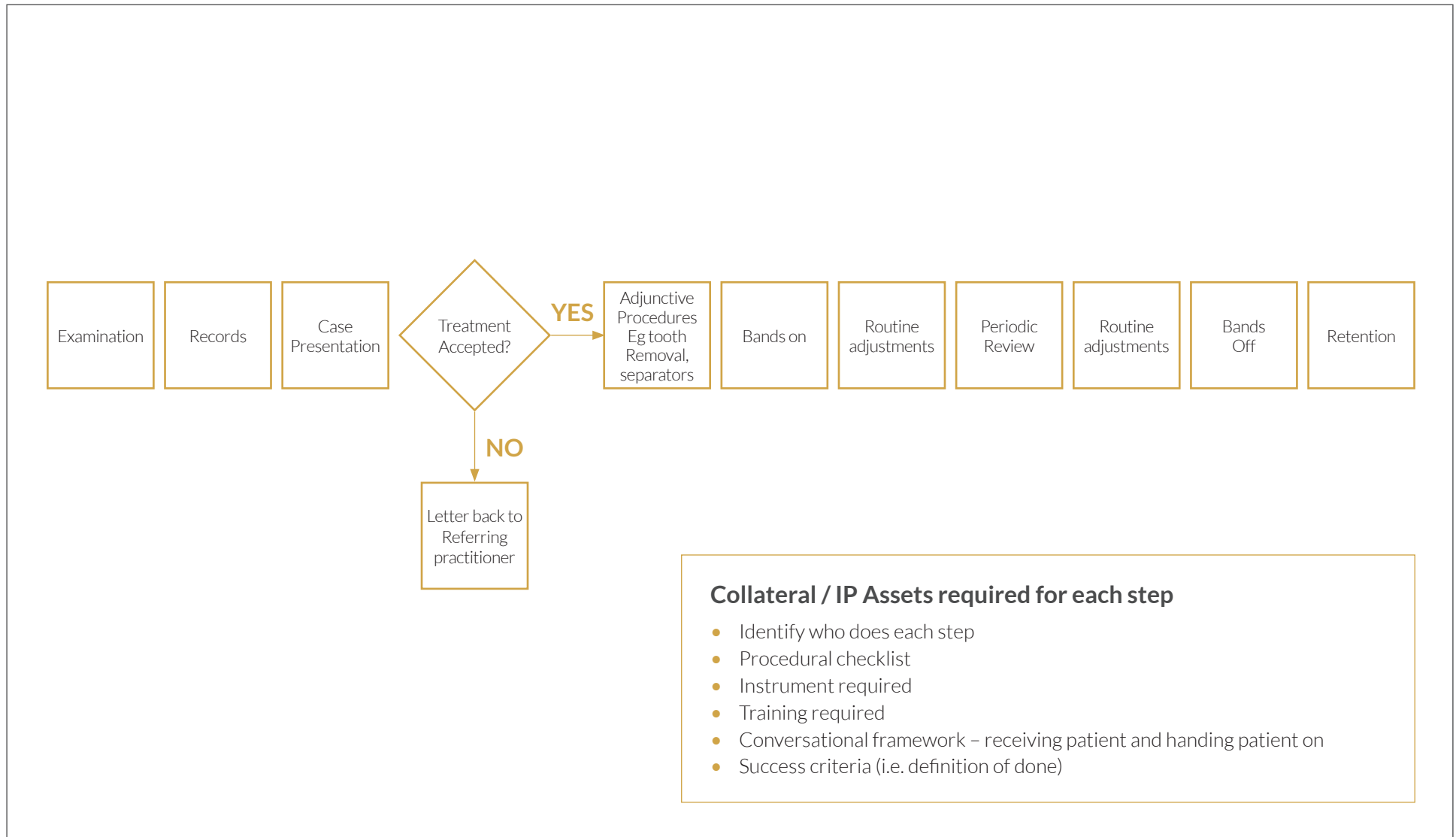
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# CASE SELECTION

---



# ORTHODONTIC WORKFLOW SAMPLE



# BUILD OUT THE WORKFLOW

---



Who does each step



Procedural checklists



Instruments required



Training required



What conversational frameworks are required



Success criteria – definition of done

# MAP YOUR WORKFLOW

---



# TRAIN THE WORKFLOW

INSERT LOGO HERE	DENTAL ASSISTANT - TRAINING CHART												
	RESOURCES	Tasks to be mastered in the first 4 weeks				Tasks to be mastered within the first 3 months							
		Wk1	Wk2	Wk3	Wk4	Wk5	Wk6	Wk7	Wk8	Wk9	Wk10	Wk11	Wk12
<b>Chairside Assisting</b>													
<b>High and slow speed suction</b>													
<b>Triplex</b>													
<b>Four handed dentistry approach</b>													
<b>Material mixing for all procedures</b>	Procedure list and materials used												
<b>Tray set up</b>													
<b>Surgery stock</b>													
<b>Storeroom stock</b>													
<b>Infection Control</b>													
<b>Room wipe down and preparation for next patient</b>													
<b>Protective barrier application</b>													
<b>Safe disposal of sharps</b>													
<b>Sterilisation process implemented</b>													
<b>Disposal of rubbish</b>	Infection control policy												

# PRODUCTIVITY HACKS

YES	NO	WORKFLOW	Comment
<input type="checkbox"/>	<input type="checkbox"/>	Map the workflow for different procedures, build the assets & train the Dental Assistant (DA)	
<input type="checkbox"/>	<input type="checkbox"/>	Use a note taking template (use drag & drop / canned responses)	
<input type="checkbox"/>	<input type="checkbox"/>	Use your DA to:	
<input type="checkbox"/>	<input type="checkbox"/>	• meet and greet	
<input type="checkbox"/>	<input type="checkbox"/>	• write notes	
<input type="checkbox"/>	<input type="checkbox"/>	• take BW's and OPG's	
<input type="checkbox"/>	<input type="checkbox"/>	• take and upload photos	
<input type="checkbox"/>	<input type="checkbox"/>	• take scans	
<input type="checkbox"/>	<input type="checkbox"/>	• take alginate impressions	
<input type="checkbox"/>	<input type="checkbox"/>	• pour up models and do basic lab work	
<input type="checkbox"/>	<input type="checkbox"/>	• design and mill crowns	
<input type="checkbox"/>	<input type="checkbox"/>	• use Dental Monitoring to monitor aligner cases	
<input type="checkbox"/>	<input type="checkbox"/>	Use your OHT to:	
<input type="checkbox"/>	<input type="checkbox"/>	• provide hygiene treatment	
<input type="checkbox"/>	<input type="checkbox"/>	• to anaesthetise your patients	
<input type="checkbox"/>	<input type="checkbox"/>	• do restorative treatment in their room	
<input type="checkbox"/>	<input type="checkbox"/>	• see all kids	
<input type="checkbox"/>	<input type="checkbox"/>	• provide orthodontic treatment within scope	
<input type="checkbox"/>	<input type="checkbox"/>	Use 4 or 6 handed dentistry to increase speed and efficiency	
<input type="checkbox"/>	<input type="checkbox"/>	Condense appointment book & use downtime effectively (have a down time jobs list)	
<input type="checkbox"/>	<input type="checkbox"/>	Complete multiple treatments in each visit - quadrant dentistry	
<input type="checkbox"/>	<input type="checkbox"/>	Once started, use the bur (or instrument) until completed	
<input type="checkbox"/>	<input type="checkbox"/>	Use rubber dam to isolate teeth	
<input type="checkbox"/>	<input type="checkbox"/>	Digital timers for impressions & local anaesthetic	
<input type="checkbox"/>	<input type="checkbox"/>	Use sedation / general anaesthetic to keep patients still	
<input type="checkbox"/>	<input type="checkbox"/>	Have all instruments in the surgery before starting - avoid the DA having to leave the room	
<input type="checkbox"/>	<input type="checkbox"/>	Pre-op occlusal check to reduce time adjusting restoration	
<input type="checkbox"/>	<input type="checkbox"/>	Utilise a spare dental chair for emergencies	
YES	NO	ADDITIONS	
<input type="checkbox"/>	<input type="checkbox"/>		
<input type="checkbox"/>	<input type="checkbox"/>		
<input type="checkbox"/>	<input type="checkbox"/>		
<input type="checkbox"/>	<input type="checkbox"/>		
<input type="checkbox"/>	<input type="checkbox"/>		

# NOTES

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# NOTES

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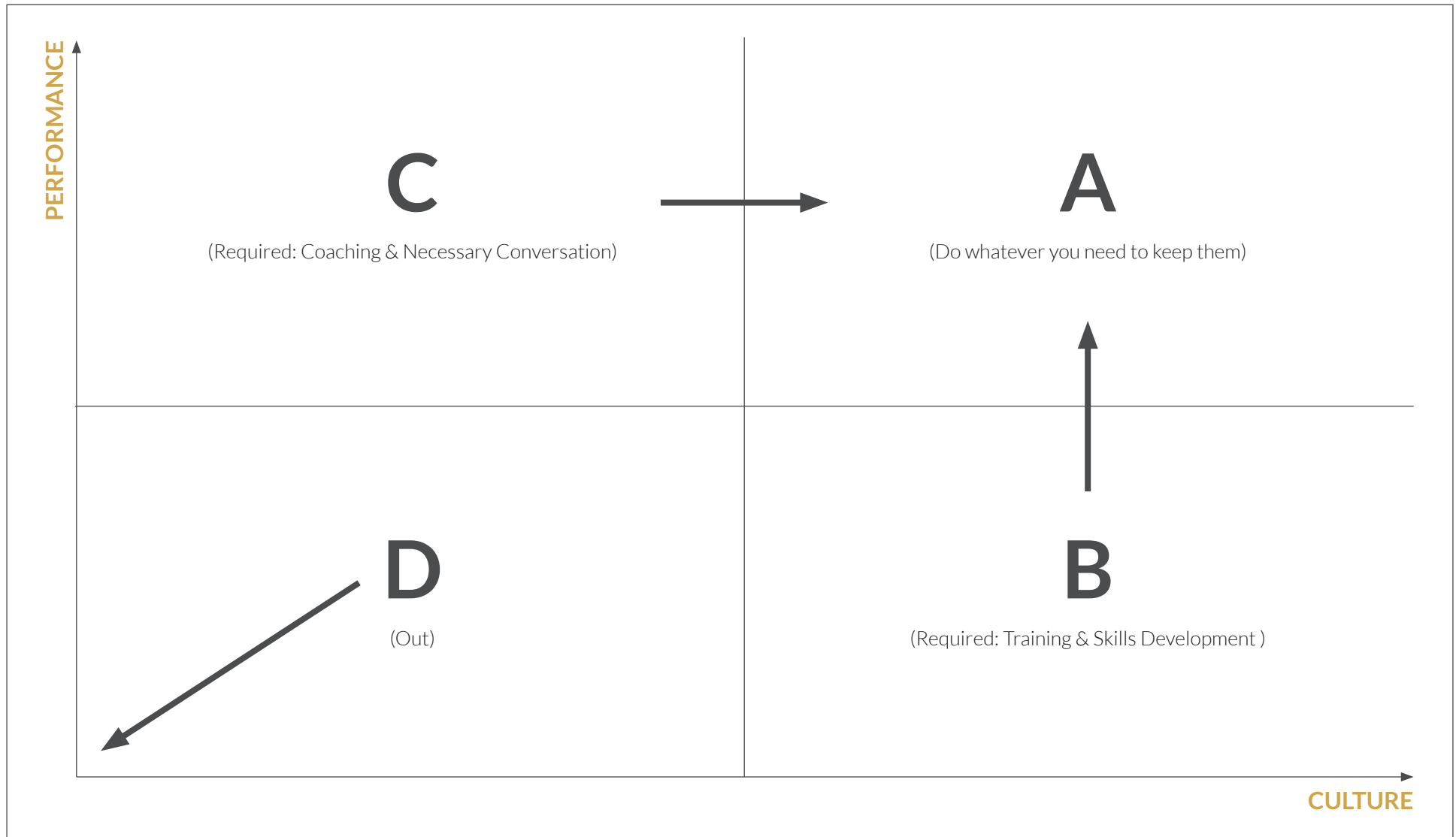
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LEVEL UP



# THE PERFORMANCE CULTURE MATRIX



Inspired by Keith Cunningham

# DENTIST SCORECARD

## OBJECTIVES:

1. To ensure every patient on the database is retained.
2. To ensure every patient has a future appointment
3. To ensure the patient base grows through internal marketing
4. Daily production budget is achieved

## AS MEASURED BY:

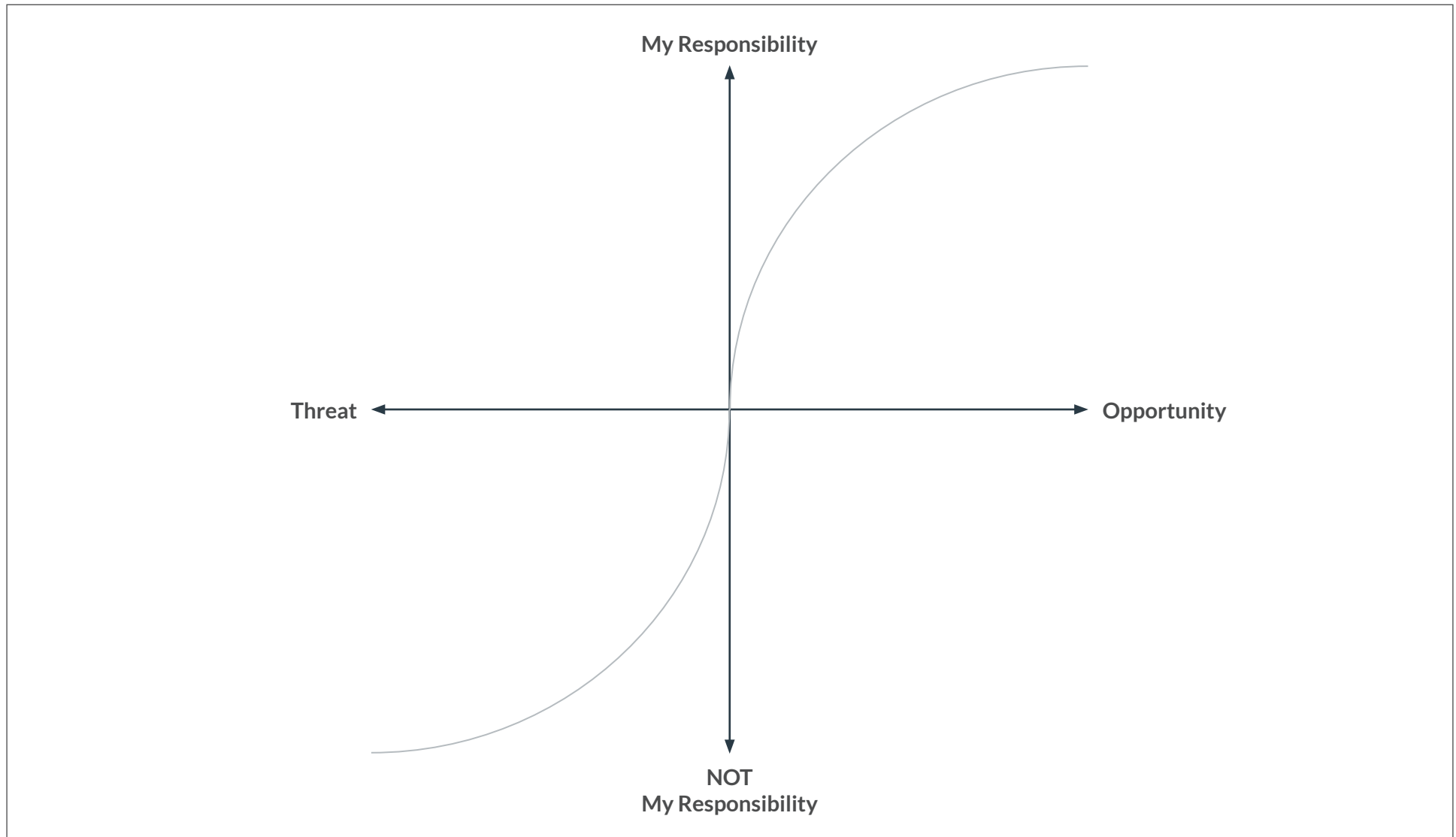
KPI	Standard
Rebooking rate	95%
Recall success rate	90%
Cancellation / FTA rate	<3%
New patients	1 per day
Pre- blocks filled	95%
Daily production	\$xx / day

## AND ACHIEVED BY THESE CRITICAL DRIVERS (activities):

Critical Driver (Activity)	Standard
Greet patient by name and explain treatment	100%
Compelling reason to return	100%
Every patient leaves with appointment	95%
Ask for referrals	2 per day
Ask for reviews	2 per day
Present units of production	3 per day
Second consultation for presenting cases	1 per week

# RECEIVING FEEDBACK

---



# RECEIVING FEEDBACK

---



Promote openness & honesty



Give 100% of your attention



Receive graciously



Query and ask for examples



Be mindful of your emotional response



Use only as a tool for improvement

# MENTORING SESSION AGENDA

---

<p><b>1. WINS</b> What am I proud of?</p>	<p><b>2. CHALLENGES</b> What headaches have I encountered?</p>	<p><b>3. WHAT DO I NEED?</b> What will help me make progress?</p>
<p><b>4. CASE REVIEW</b> My best recent work &amp; / or something that could have been better</p>	<p><b>5. SCORECARD</b></p>	<p><b>6. FEEDBACK</b></p> <ul style="list-style-type: none"><li>• 1 thing done well</li><li>• 1 thing to improve</li></ul>
<p><b>7. REVIEW TRAINING SCHEDULE</b> What skills need to be developed next?</p>	<p><b>8. SET THE FOCUS</b> Next week &amp; month</p>	<p><b>9. RESOURCES</b> What is required to assist me?</p>

# MENTORING SESSION PREPARATION FORM

---

<b>NAME:</b>
<b>DATE:</b>
<b>WINS</b>   What are you proud of?
<b>CHALLENGES</b>   What headaches have you encountered?
<b>WHAT I NEED</b>   What will help you make progress?

CASE TO DISCUSS
<b>Chief Complaint:</b>
<b>History:</b>
<b>Differential Diagnosis:</b>
<b>Treatment Options:</b>
<b>Questions I have:</b>
<b>Records to bring:</b>

# NOTES

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# NOTES

---

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# RESOURCES

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# YOUR MONEY MATHS DIAGNOSTIC

*A predictable income is the result of a predictable system..*

**Instructions:** Complete this back in your practice with accurate data.

## Step 1: Annual Target

**What do you want to personally produce per year?**

\$ .....

How many clinical days do you work per year?

..... days per week × ..... weeks per year = ..... total days

Annual Target ÷ Total Clinical Days = .....

## Your Daily Billing Target

\$ ..... per day

## Step 2: High Value Production

**Average high-value treatment fee:**

\$ .....

Daily Billing Target ÷ Average Fee = .....

## High Value Treatments Required Per Day

..... per day

# YOUR MONEY MATHS DIAGNOSTIC CONTINUED

---

### Step 3: Conversion Requirement

Current case acceptance rate:

.....%

Convert to decimal (e.g., 40% = 0.40)

High Value Treatments Required ÷ Acceptance Rate = .....

### High Value Treatments You Must Offer Per Day

..... per day

### Step 4: Diagnostic Opportunity Requirement

% of patients clinically eligible for high value treatment:

.....%

Convert to decimal.

High Value Treatments Offered ÷ Rate of Need = .....

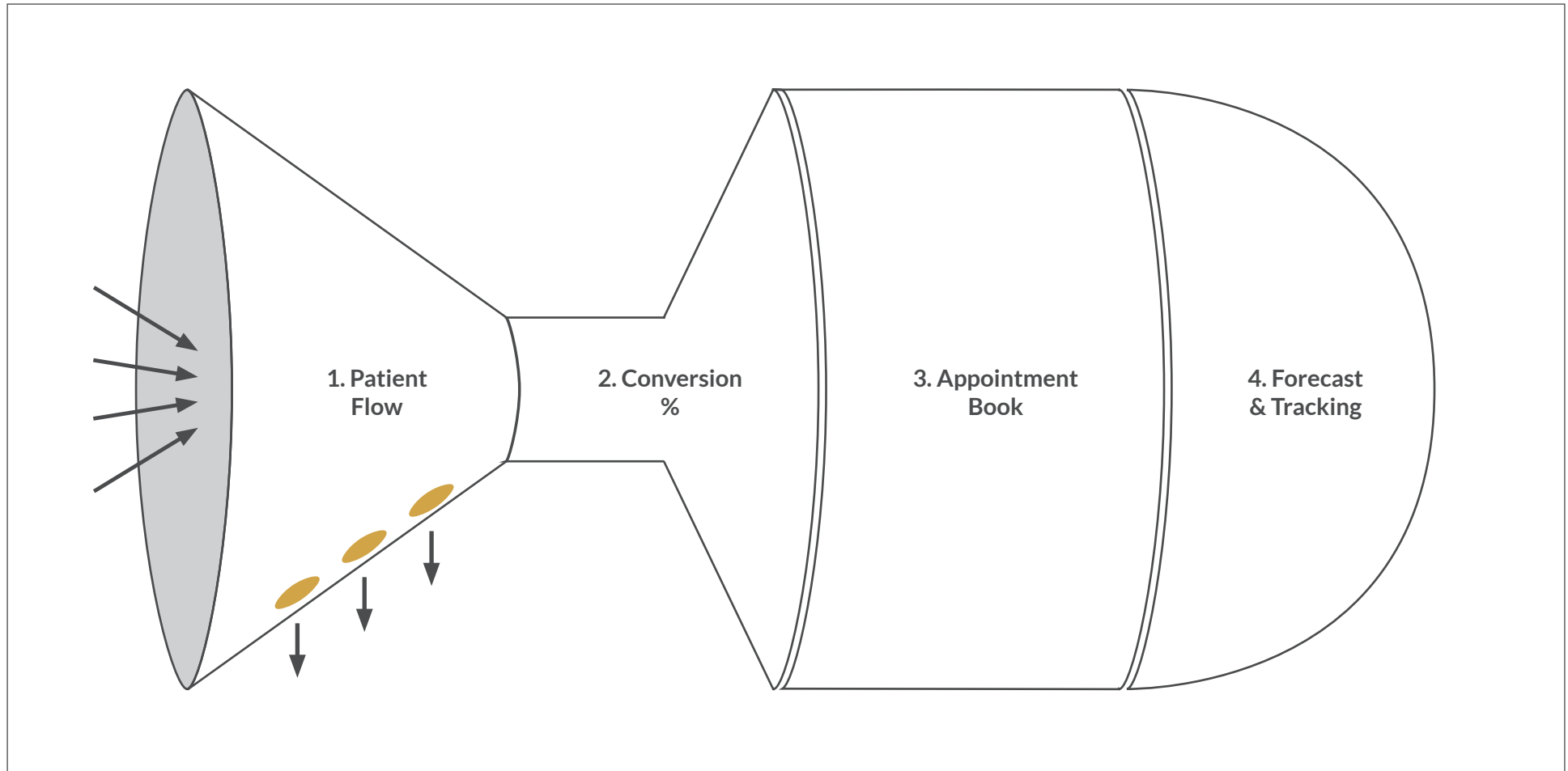
### Diagnostic Opportunities Required Per Day

..... per day

# THE SDOS MONEY MACHINE<sup>©</sup>

*Income is not luck. It is a system. These are your four levers.*

**Your 4 Levers of Control.** Every Million Dollar Dentist is built on four controllable levers. If your income isn't where you want it to be, one of these needs' attention.



# IDENTIFY YOUR PRIMARY CONSTRAINT

---

**Instructions:** Now compare your required numbers to your current reality..

## 1. Patient Flow

Are you currently generating  
..... diagnostic opportunities per day?

- Yes
- No

## 2. Conversion %

Is your case acceptance rate strong enough to support your target?

- Yes
- No

## 3. Appointment Book

Is your schedule structured to support ..... high-value treatments per day?

- Yes
- No

# IDENTIFY YOUR PRIMARY CONSTRAINT

**Instructions:** Now compare your required numbers to your current reality..

## 4. Forecast & Tracking

Do you track daily:

- Billing target
- Treatments offered
- Acceptance %
- Diagnostic opportunities.



**If not, this is your starting point**

## Your Focus Lever



Circle ONE:

1. PATIENT FLOW
2. CONVERSION %
3. APPOINTMENT BOOK
4. FORECAST & TRACKING

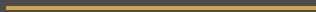
## Action Commitment

What is the first action you will take to strengthen this lever?

# NOTES

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