

# 11 Productive Dental Practice Traits



1. **Vision & Goal Setting:** A clear vision that can be clearly communicated to include income maximization, wealth creation, time off, and practice lifestyle.
2. **Team Oriented:** “People help support what they help create.” A team-oriented practice allows the doctor to spend their time doing only the things that a Dentist can do while the team handles all administrative and non-clinical activities.
3. **Discipline:** Having rules and following the rules.... From meetings to the vision and goals. Having discipline allows you to stay the course day in and day out to reach your goals.
4. **Service:** Zig Ziglar wisely said “You can get everything you want in life, if you just give people what they want.”
5. **Statistics:** That which is measured will improve. There should be written statistics for all team members that are measure daily, weekly, monthly, quarterly, and yearly.
6. **Capacity:** It’s not easy to know when you are out of time, space, resources, people, or technology often until it is to late. The ability to spot capacity issues will save you time and money and allow you to continue to maximize your production without sacrificing your profit.
7. **Marketing:** PT Barnum once said, ... “Nothing draws a crowd, like a crowd.” Every new patient is a good patient. People naturally want to go where others go. There must be both internal and external marketing systems in place to ensure that you have a constant flow of patients coming into your practice.
8. **Technology:** New technology needs to only answer one of 2 questions. Will it improve your treatment speed? Or will it improve the patient experience? Outside of these two reasons you are foolishly spending your money. FYI – I abide by the 3<sup>rd</sup> generation rule. Meaning I will only purchase large technology that is in its third generation (therefore all of the bugs have worked their way out, and I have let others do the beta testing.)
9. **Wants – Needs – Wants:** Steve Jobs once said... “It’s not the need of the customer to know what they want.” It is your job to find get clarity on what the patient wants, to diagnose and provide what they need and then to happily, humbly, cheerfully, and with gratitude give them what they want.
10. **Research & Development:** Study what others are successfully doing – both inside of Dentistry and outside of Dentistry. Become an avid reader. Surround yourself with those that are smarter with you – it’s the only way we can expand our mind. You should never be the smartest person in the room.
11. **The Mental Game:** We do not have endless energy. The more we work inside of our natural abilities, while taking time off to recharge and delegating everything that we can hire for – the more energy we will have for highly productive dental work. This includes your team – asking people to constantly work at 120% will result in burn out and a poor customer experience. There must be a balance.