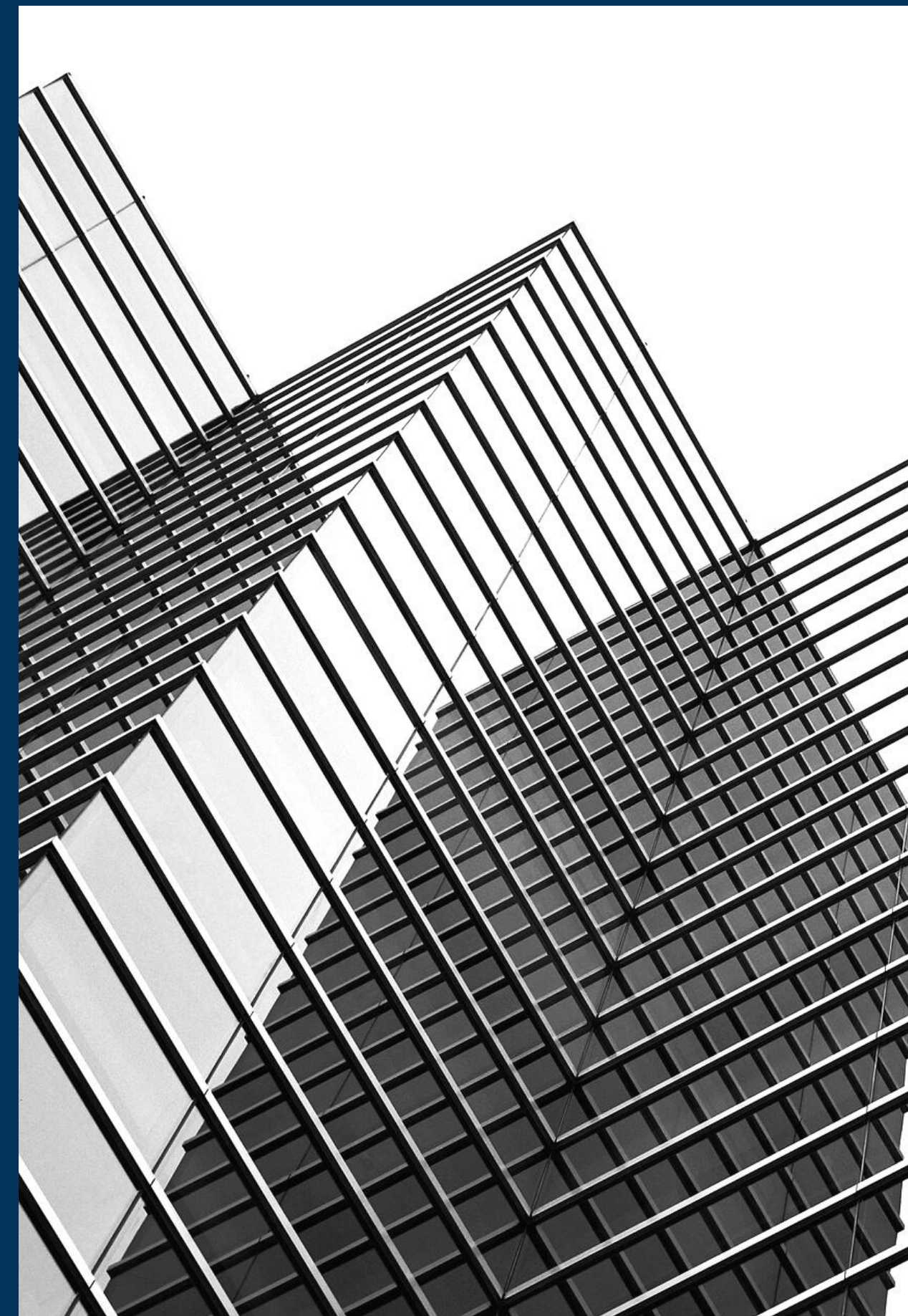


THE THRIVING DENTIST SHOW

24 SYSTEMS OF A THRIVING DENTAL PRACTICE - PART I

PRESENTED BY:

GARY TAKACS & NAREN ARULRAJAH



**THANK YOU
FOR
JOINING US TODAY!**

BEFORE WE BEGIN

LET ME ASK YOU A QUESTION

How many of you have implemented systems within your dental practices?



1 Hour Webinar
30 minute Question & Answer
Coaching Session at the end!

WHEN I BOUGHT LIFESMILES

**We were very fortunate to have
hired Susan, a key member who**

EVENTUALLY BECAME OUR OFFICE MANAGER



SHE WAS AMAZING

A GREAT TEAM MEMBER

One day, she walked up to me and said,



**GARY, I'M SORRY
TO INFORM YOU...**

DUE TO FAMILY REASONS,
I HAVE TO RELOCATE...

WHEN SHE LEFT,

WE EXPERIENCED SOME REAL CHALLENGES AT LIFESMILES

We couldn't have the next person come in & take over her place in a heartbeat.

I wasn't motivated to put systems in place because I didn't need to....

EVER SINCE THAT DAY

**I DECIDED TO NEVER BE
PERSONS DEPENDENT AGAIN!**

I WANTED TO HAVE SYSTEMS IN PLACE AT LIFESMILES

In most dental practices today,

Dentists have clinical systems...

They don't think or spend time figuring out the specific steps to do a crown prep every time they go to work.

They have **a system** in their mind, that tells them...

These are the steps I need to follow to get the end result I'm looking for!

WE NEED TO HAVE THE VERY SAME DISCIPLINE IN PLACE ON THE BUSINESS SIDE OF PRACTICE



STEVE JOBS ONCE SAID,

You can't connect the dots looking forward; you can only connect them looking backwards. So you have to trust that the dots will somehow connect in your future. You have to trust in something - your gut, destiny, life, karma, whatever.

This approach has never let me down, and it has made all the difference in my life.

THIS HAS BEEN THE SAME FOR LIFESMILES TOO!

WE CONNECTED THE DOTS AFTER WE DISCOVERED THE IMPORTANCE OF HAVING SYSTEMS IN PLACE..

We've evolved them, by implementing them in LifeSmiles, fine tuning & improving over time.

Today, these systems are the reason in how LifeSmiles is now seen as one of the top dental practices in the US.

If you get these systems right, then your practice is set to sail smoothly.

IN A PERSON DRIVEN PRACTICE, 80% OF EFFORT

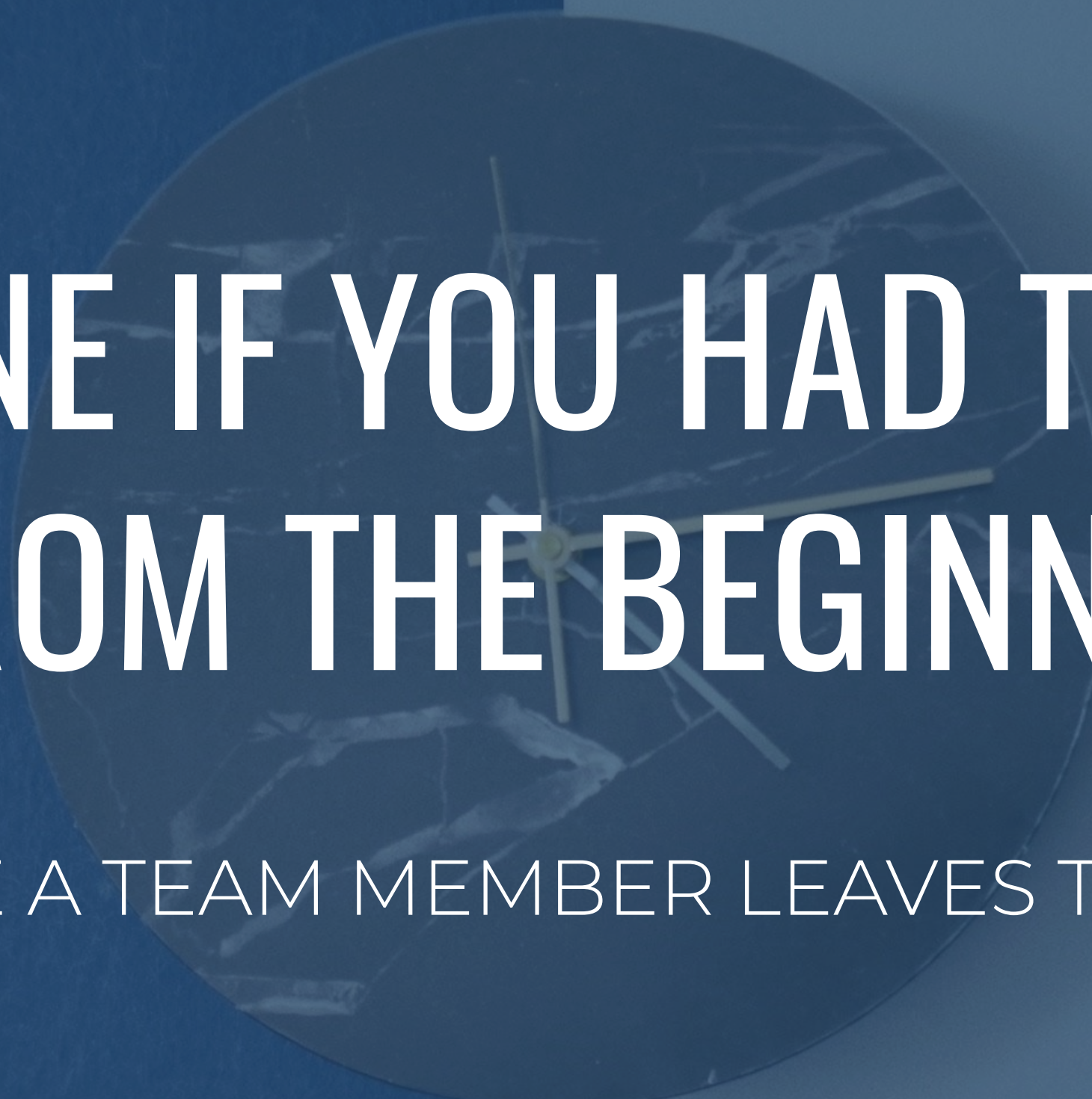
ONLY PRODUCES 20% OF THE RESULTS



An aerial view of a city skyline, likely New York City, with a blue overlay. The text is centered and reads:

THE SYSTEMS IN OUR PRACTICE PRODUCE 80% OF RESULTS

FOR 20% OF OUR PRACTICE EFFORTS



IMAGINE IF YOU HAD TO START FROM THE BEGINNING

EVERY TIME A TEAM MEMBER LEAVES THE PRACTICE?

An aerial view of a city skyline, likely New York City, with a blue overlay. The text is centered and reads:

IF YOU WANT TO BE SUCCESSFUL
DO WHAT SUCCESSFUL PEOPLE DO

BUT DO IT *RIGHT!*

Systems are like blueprints

▶ **YOUR PRACTICE DESERVES IT**

It allows you to function at a tremendous level of consistency

▶ **YOUR TEAM MEMBERS ABSOLUTELY WANT IT**

It gives them an anchor point, a plan to stick to and follow through

▶ **GIVES YOU THE ABILITY TO**

not only provide the resources your team needs but also guides them to function as a high performance team.

▶ **IT CAN SAVE YOUR PRACTICE FROM SETBACKS**

When an employee leaves your practice, you can rely on systems to keep your practice intact while you find & train your next replacement.

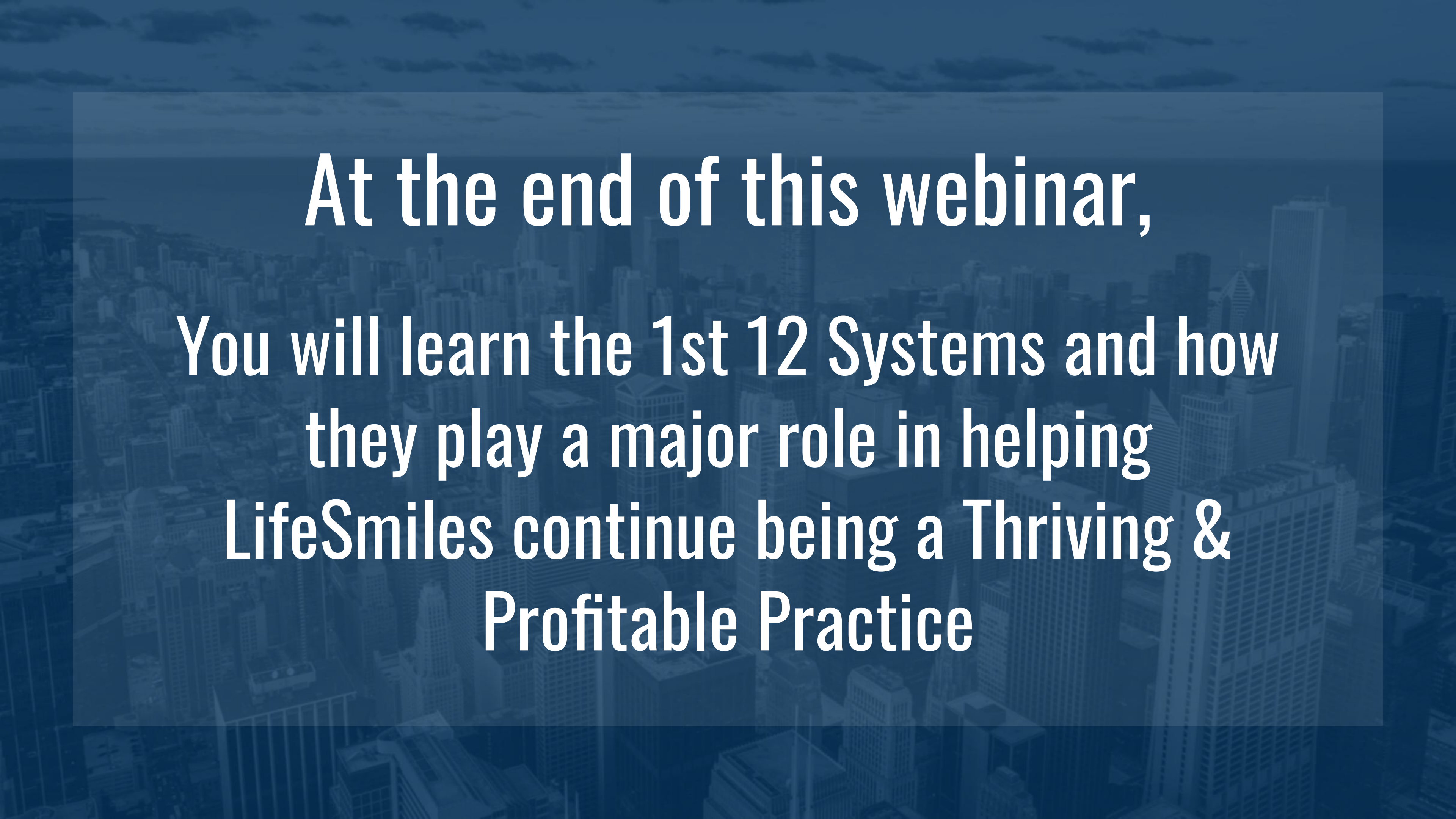


WE LEARN NEW THINGS EVERY DAY

THESE 24 SYSTEMS ARE THE BYPRODUCT OF OUR LEARNING

We've done the hard work of figuring out what systems work, and what didn't work or those we no longer needed.

Which systems continued to yield the best **Return On Time & Investment**, and which didn't, allowing us to consistently achieve peak performance.

An aerial view of a city skyline, likely New York City, with a blue overlay. The text is centered and reads:

**At the end of this webinar,
You will learn the 1st 12 Systems and how
they play a major role in helping
LifeSmiles continue being a Thriving &
Profitable Practice**



Gary Takacs

**39+ YEARS OF EXPERIENCE IN
DENTISTRY**

Owner, LifeSmiles Dental Care

Practice Advisor & Coach

(Thriving Dentist Academy)

Frequent Speaker at Major Dental Meetings

(Provided over 18,000 Hours of CE Credits)

Host of Thriving Dentist Podcast

(#1 Dental Podcast on iTunes & Google Play
with listeners in 178 countries)



Naren Arulrajah

**15+ YEARS OF EXPERIENCE IN
DIGITAL MARKETING**

Founder and CEO of Ekwa Marketing

Expert Consultant in Medical
Marketing

Co-Host of the Less Insurance
Dependence Podcast

Lila Stone

DIRECTOR OF MARKETING

Lila is a wonderful person with 8+ years of experience in digital marketing and is Ekwa's go-to person for dentists who want to learn more about an effective marketing strategy that works for your practice.



SPECIAL OFFER!

The **FIRST 10 DENTISTS**

who sign up with Ekwa Marketing within the **FIRST 3 WEEKS** after your marketing strategy meeting with Lila, will be eligible for \$500 off of your first month with Ekwa's marketing services.

P.S. Please mention the topic of today's webinar in the "**How did you hear about us**" section when booking your strategy meeting with Lila.



My review of Ekwa Marketing



Gary Takacs

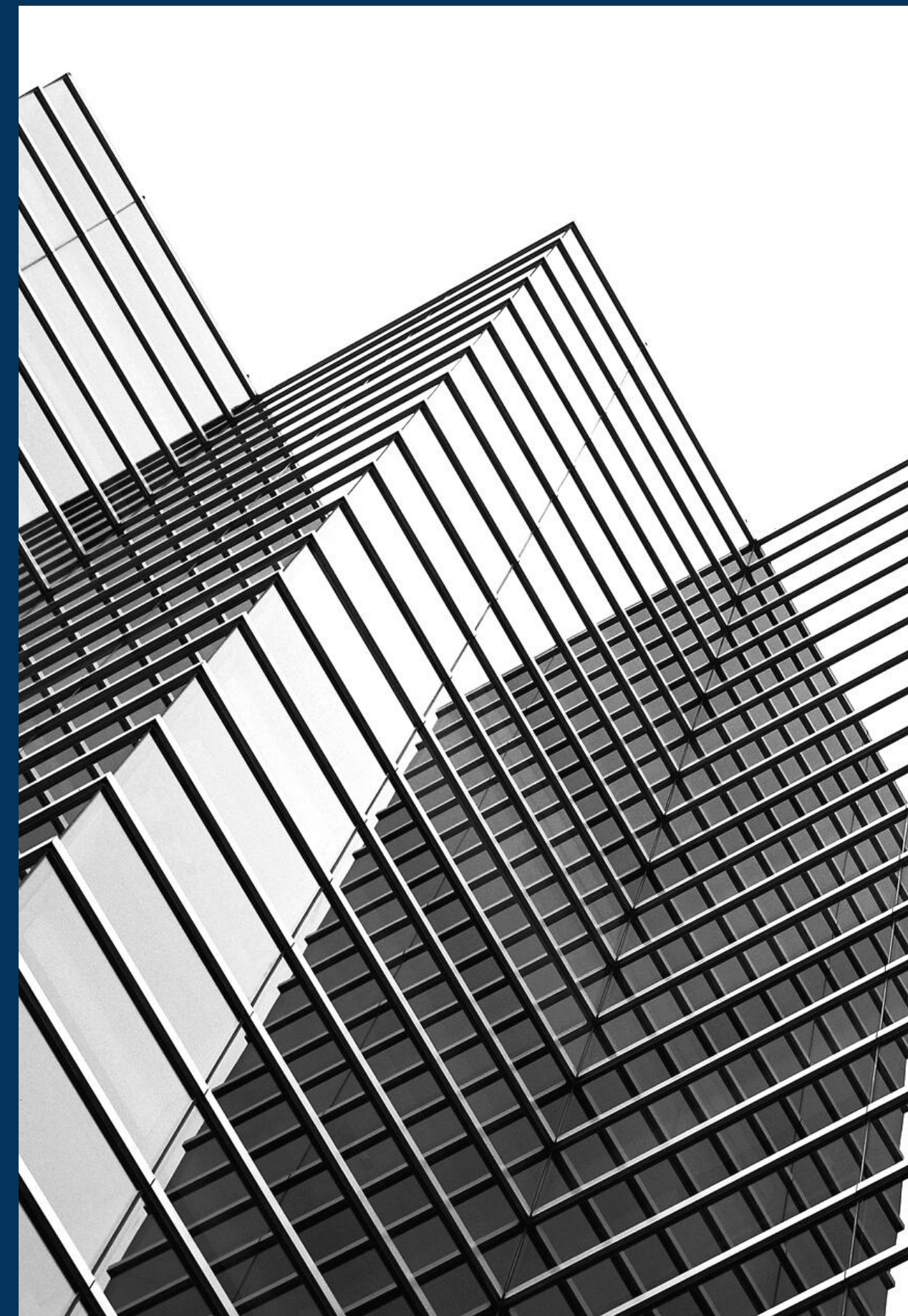
2 reviews

★★★★★ a week ago - 


EKWA Marketing has been a brilliant marketing resource for my LifeSmiles Dental practice! They helped us craft our unique story and then integrated all of our marketing materials with the 6 fundamental principles as taught by Robert Cialdini. The end result has been amazing as documented by Google Analytics. I am SO happy with the results that I now recommend EKWA Marketing to my Thriving Practice Academy Coaching Clients.



**THE FIRST 12
SYSTEMS OF THE 24
SYSTEMS OF A
THRIVING DENTAL
PRACTICE**



System No. 1

An aerial view of a city skyline, likely New York City, with a blue overlay. The text is centered in the middle of the image.

Scheduling Template to achieve a Daily Production Goal

**Many practices will admit that they literally
are shooting in the dark...**





Why? It's because...

They don't talk about what's important

- They don't talk about money
- They don't talk about goals
- They don't talk about production numbers...
- Team members don't know how to help you achieve goals in your practice!

With no production goals in your practice, you fail to achieve consistent & productive growth.

You will fail to thrive as a practice.

There's a tremendous difference in

Being

BUSY

V

S

Being

Productive

At LifeSmiles, we break our daily production goals into two

For Dentists

Our Dentists, Dr. Paul & Dr. Tim each have different daily production goals that changes depending on our provider mix for that certain day.

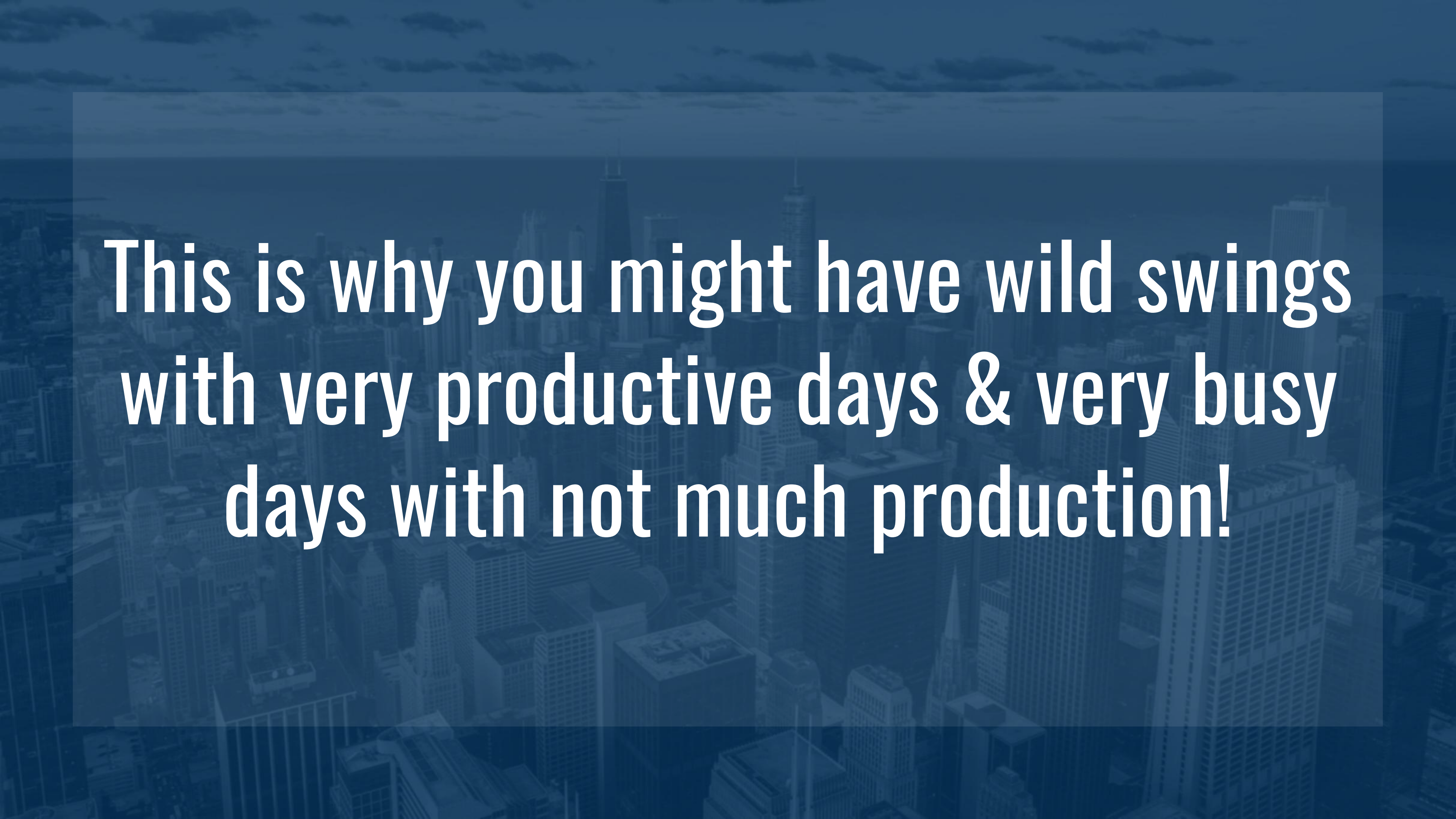
For Hygienists

Our daily production goal is \$1200 per day, per hygienist.

However, all this will mean nothing...

If your Scheduling Coordinator

simply fills in names in the digital appointment book **without respect** to production.

An aerial view of a city skyline, likely New York City, with a blue overlay. The text is centered and reads:

**This is why you might have wild swings
with very productive days & very busy
days with not much production!**

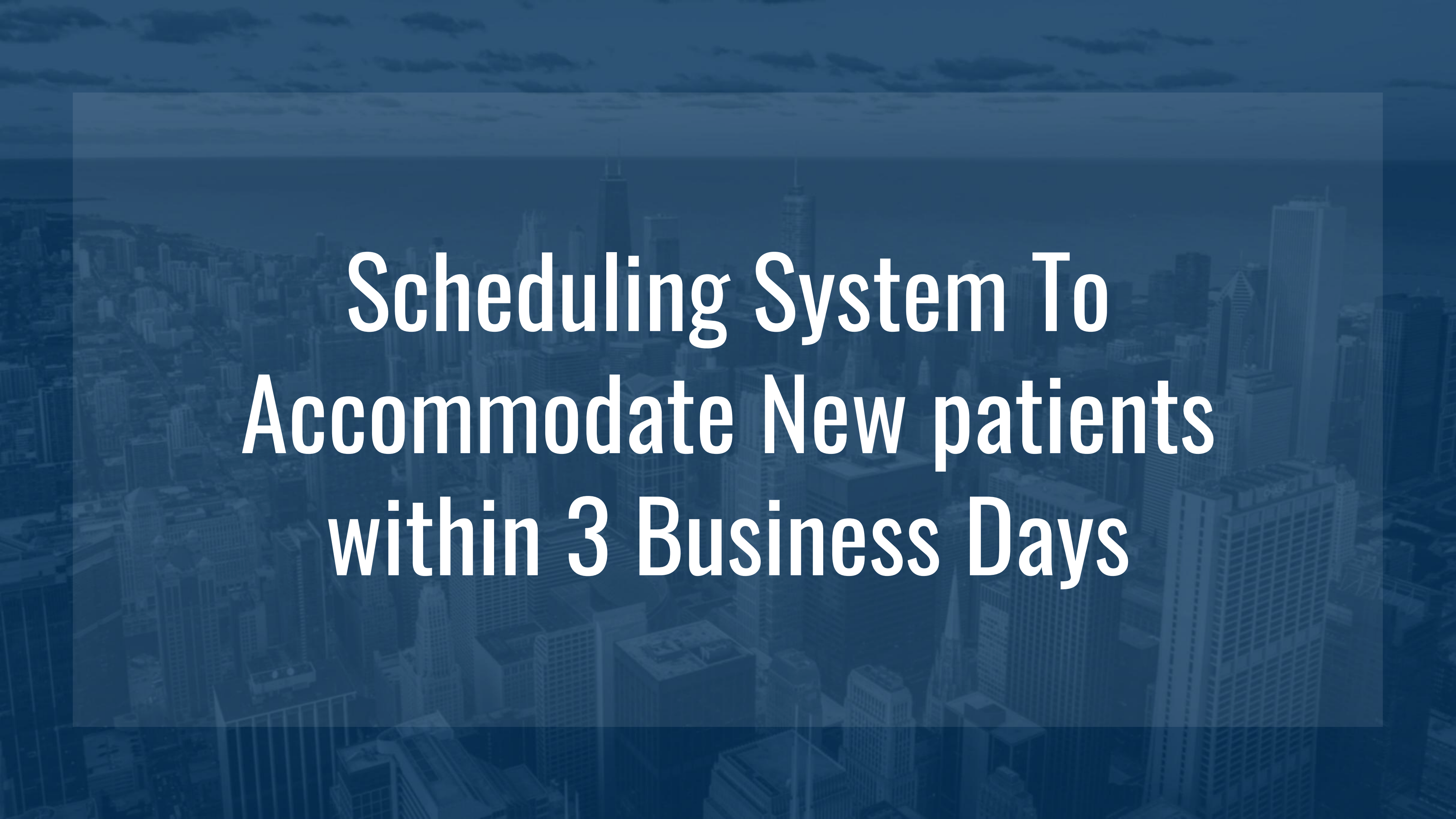
A Scheduling template helps you put in place

a system that helps you achieve your daily production goals, and gives the right direction to work towards.

Your schedule is the heartbeat of your practice!

Failing to schedule means you've forever lost the opportunity for that revenue!

System No. 2

An aerial view of a city skyline, likely New York City, with a blue overlay. The text is centered and reads:

**Scheduling System To
Accommodate New patients
within 3 Business Days**

Imagine if a new patient

finds you through your marketing, spends time reading reviews about your practice & finally calls your practice to only find out...

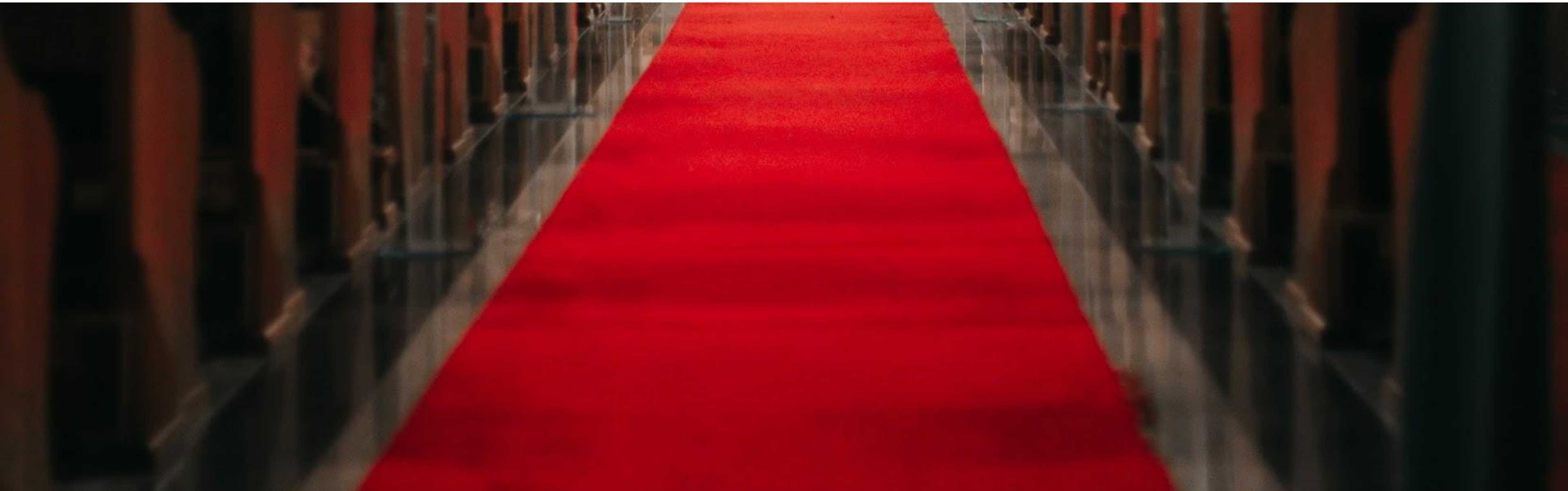
They now have to wait

3 weeks before they can come in for an appointment for a solution they are looking for...

Your Marketing worked, but

Your practice is simply not equipped to accommodate new patients that come in.

This is why you need a system that allows you to roll the red carpet and welcome them into your practice!



System No. 3

An aerial view of a city skyline, likely New York City, with a blue overlay. The text is centered in white.

**Hygiene Scheduling System to
achieve a Daily Goal of \$1200
per Hygienist**



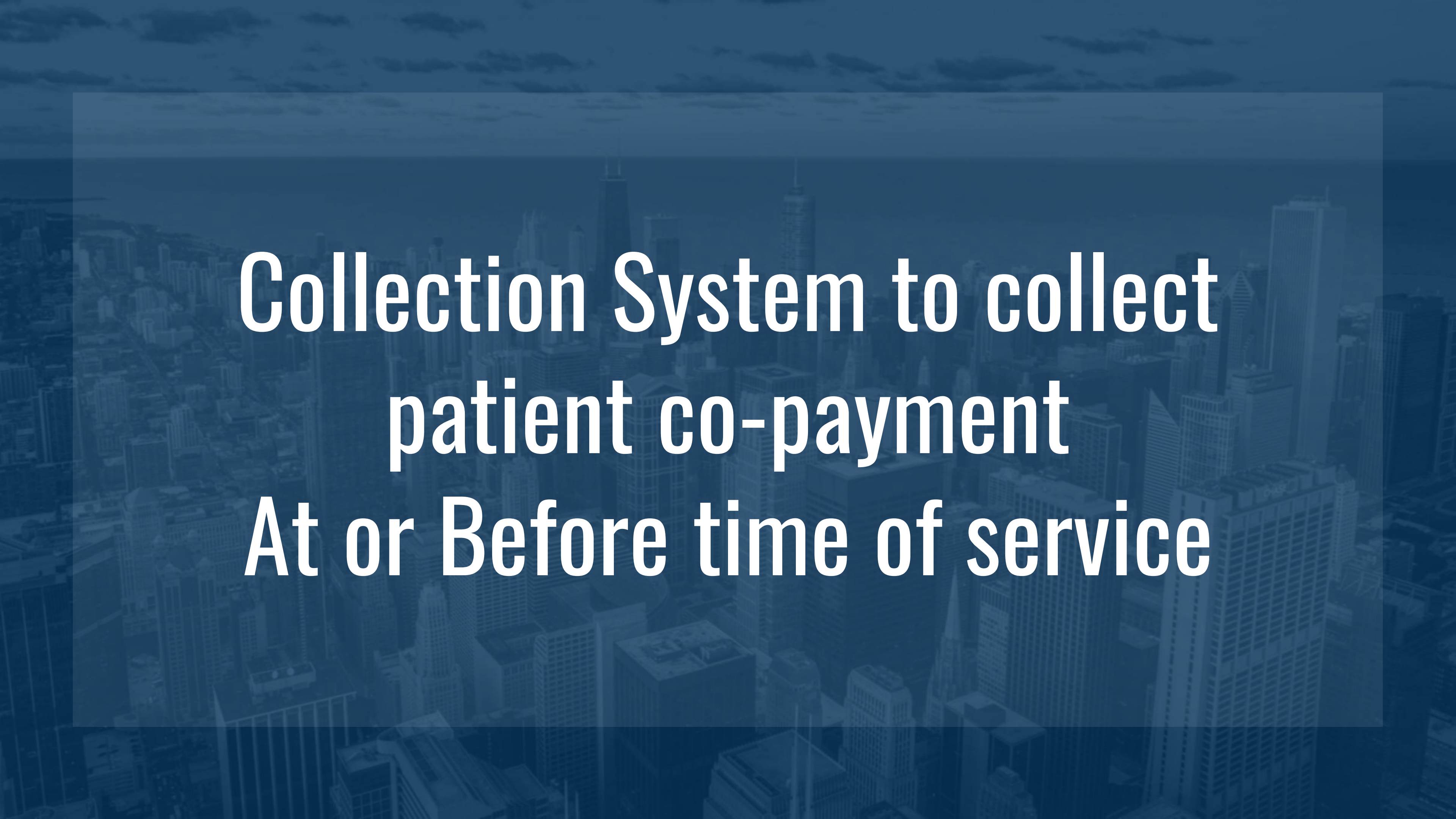
Your Goal in Hygiene,

Is to aim for at least \$1200 per day, per hygienist

In order for the hygiene department to achieve their daily production goals, we need to focus on 2 things:

1. Have 30% of all adults treated by 4 specific periodontal codes.
2. Fill 92% or more available appointments in hygiene, and have 90% reappointed for their next appointment.

System No. 4

An aerial view of a city skyline, likely New York City, with a blue overlay. The text is centered and reads:

**Collection System to collect
patient co-payment
At or Before time of service**

An aerial view of a city skyline, likely New York City, with a blue overlay. The text is centered and reads:

**Remember how systems are
meant to make your practice function smoothly?**

There's nothing more frustrating than to treat your patients & chase them around for payments

You accomplish 2 things by having a system to collect patient co-payments at or before time of service:

1. You get the time value of the money today!
2. They are more likely to show up to their appointments because they “pre-paid” for it.

System No. 5

An aerial view of a city skyline, likely New York City, with a blue overlay. The text is centered in the middle of the image.

System to Follow Up on Past Due Insurance Claims

An aerial view of a city skyline, likely New York City, with a blue overlay. The text is centered and reads:

One of the things we love to do for patients is advocating for them!

Although we are a fee for service practice, our patients still get to enjoy their insurance benefits at our practice!

An aerial view of a city skyline, likely New York City, with a blue overlay. The text is centered on the image.

When our insurance co-ordinator left to be a stay at home mom,

It took us 8 weeks to find her replacement, but
in the time that went by, our past due claims
rose up to 94...

But once we had her replacement trained & ready to take on the challenge,

We were able to get our numbers back into the low 20s within just 30 days!

In order to stay profitable, your goal is to have 20 or less claims aged 30 days or more per full time doctor in your practice!

Use this metric to evaluate this and watch what happens when you put a powerful system like that in place in your practice!



System No. 6

An aerial view of a city skyline, likely New York City, with a blue overlay. The text is centered in the middle of the image.

System to Follow Up on Past Due Patient Accounts

Patients love to take as long as they like,

**Unless you have a way that
allows you to track & follow up
on them**

**You won't be able to keep up on consistently reaching your
production goals**



**Here's how you
can measure it
effectively**



No more than 20% of your total patient receivables should be aged 60 days or more.



Patients who are encouraged to pay on time,

are more likely to pay in full!

Although we want to be helpful & flexible, we also don't want to experience an incident where we have to chase after the money.

If you don't follow up on their payment arrangements, you are training them to not pay!

System No. 7

An aerial view of a city skyline, likely New York City, with numerous skyscrapers. The image is overlaid with a semi-transparent blue filter. The text is centered in the middle of the image.

System to Follow Up on Unscheduled Treatment Plans for General Dentistry

It's a known fact that, patients don't schedule for recommended treatment

especially if it doesn't hurt

now...

We need to take care of handling patients like these. A system that is designed to be gentle and not heavy on them.

You will be surprised at how simple it is to be persuasive by just being gentle with them and give them a nudge by showing them we care for them.



One of the driving factors that makes you take action is pain!

Since there is no pain now, you need to shift their mindset and focus on how much of an inconvenience & difficulty it can pose to your patients if it was left untreated.

In General Dentistry,

You should be aiming for a case acceptance rate of around 70%.

System No. 8

The background of the slide is an aerial photograph of a city skyline, likely New York City, with numerous skyscrapers. The image is overlaid with a semi-transparent blue filter. The text is centered and written in a white, bold, sans-serif font.

**System to Follow Up on Big
Cases
(Implants, Cosmetic,
Restorative Procedures)**

Have you ever had a moment when you think back a few months recalling a certain patient?

Who may have wanted to get a smile design done or maybe get a few implants in, but never showed up?

They were pretty excited back then, but you now wonder what happened to them...



There might be a good reason why a patient isn't moving forward...

Maybe they're waiting on something...

It may be an income tax refund check, may be they're waiting for a deposit to mature, they could be waiting for something,

But that doesn't mean we shouldn't check up on them.

It could be as simple as a check-in call.

**When you have a system that allows you to do this
compassionately with an eye towards benefits to the
patient**

Your patients appreciate that from you!

They are more likely to re-engage with your
practice on those cases too!



An ideal case acceptance rate to aim for would be between 30-40%

System No. 9

An aerial view of a city skyline, likely New York City, with a blue overlay. The text is centered in the middle of the image.

System to Cultivate Patient Referrals

An aerial view of a city skyline, likely New York City, with a blue overlay. The text is centered on the image.

**You want to know what's our secret to
getting more patient referrals?**

We love to ask them!

If you don't ask, you don't get any.



Imagine I am the patient & Naren asks me to refer new patients like me to LifeSmiles...

Here's how the conversation would go;

Gary, you are such a model patient at our practice!

You are always on-time for your appointments, and you are so committed to your oral health. I know, when I see your name on my schedule list, it's going to be a great day!

I would love to see more patients like you on my schedule list. Would you be kind enough to refer others like you to our practice?



Having a system that leverages moments like these makes it easy to get more referrals from your happy patients.



**FREE
GUIDE**

**5 BEST
WAYS TO
INCREASE
PATIENT
REFERRALS**

Download at:

www.thrivingdentist.com/bonus/

System No. 10

An aerial photograph of a dense city skyline, likely New York City, with numerous skyscrapers. The image is overlaid with a semi-transparent blue filter. The text is centered in the middle of the image.

System to Collect Online Reviews

When we talk about online reviews, what makes LifeSmiles stand out from our competition is not only,

The number of reviews we have, but also the number of Love Letter reviews we have on Google

The system that we have at LifeSmiles enables us to get long, descriptive reviews that goes on to convince other potential patients on why they love LifeSmiles so much!

Life Smiles Dental Care

5.0 ★★★★★ (482)
Dental clinic

Directions Save Nearby Send to your phone Share

4611 E Shea Blvd STE 250, Phoenix, AZ 85028
Located in: The Offices at Paradise Valley

H2J9+W5 Phoenix, Arizona

lifesmilesdentalcare.com

When they notice how a patient of LifeSmiles (who is just like them) getting the best dental care possible,

They immediately relate to those patients and realize that LifeSmiles is exactly what they were looking for!

In order to be found & chosen by many of the potential patients who are looking for what you do,

Not only do you need a large number of reviews, but you also need to get more reviews consistently.



Ryan S
6 reviews



★★★★★ an hour ago

Both dentists here are friendly and give you the best options for care. I've never had a bad experience here and have referred a few people over the years. Hygienists are great too. Whenever I've had to have injections there was never any pain. These people are pros. Love this office.

👍 Like 🔗 Share



Andrew Norris
3 reviews



★★★★★ a day ago

What a fun happy and professional dental office!! Glad I found this place.

👍 Like 🔗 Share

Response from the owner a month ago

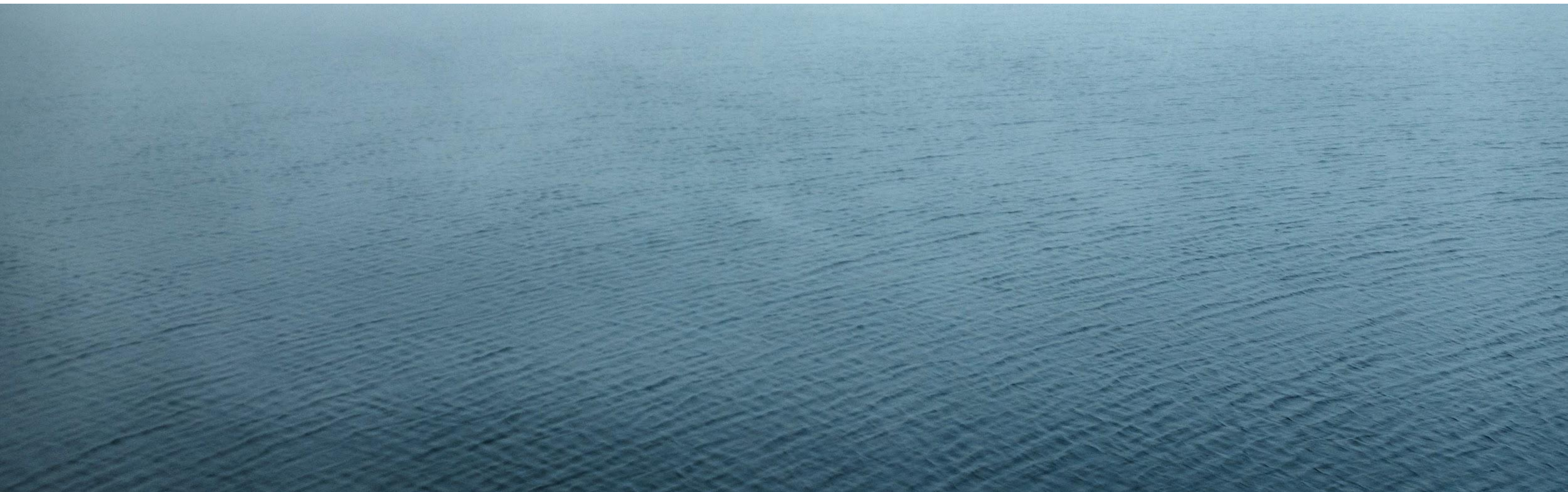
We are a fun group! Going to the dentist should make you smile :)

Among the many factors that go in your practice showing up when a patient looks for you on Google,

There are two factors that make a huge difference;

1. High number of “positive” online reviews your practice has.
2. How recent was the last review you’ve received?

A system that helps your patients leave Love Letter Reviews for your practice consistently can be a game changer in getting more patients to choose you!



System No. 11

The background of the slide is an aerial photograph of a city skyline, likely New York City, with numerous skyscrapers. The image is overlaid with a semi-transparent blue filter. The text is centered and written in a white, bold, sans-serif font.

System to Analyze Practice Overhead of Five Specific Expense Categories



What qualifies as your practice overhead?

All the expenses required to run your practice.

In order to work towards a thriving & profitable practice, it is absolutely critical to have your practice overhead in check!

Your goal should be to have your practice overhead at 60% or Less.



According to ADA, in 2018

The average practice overhead was 74%.

If your overhead is any higher than 60%,
you are working too hard for too little.

85% Of Your Practice Expenses can be grouped into 5 Specific Categories:

1. Staff Wages

2. Facility Rent

3. Dental Supplies

4. Lab Expenses

5. Marketing

**If You Get
85% Of Your
Expenses In
Check, then...**

**Your
Profitability
will be where
it needs to be!**

The biggest reason why your overhead is

SO HIGH

is due to the huge amounts of money being
written off in adjustments for

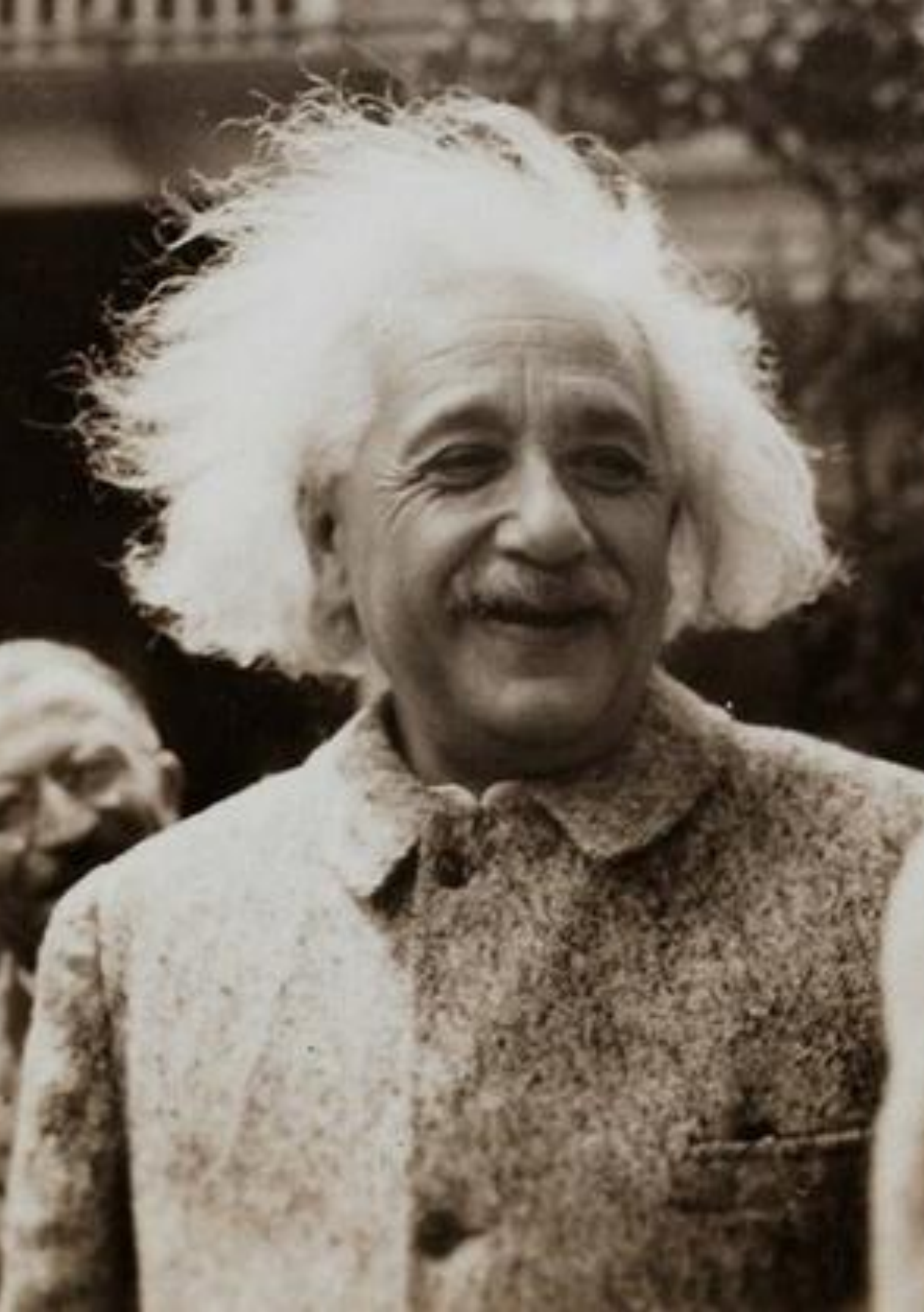
**PPO PLANS & DENTAL
INSURANCE**

We used to pay 38% in adjustments when LifeSmiles was contracted with 40+ PPO Plans in the past...

Eventually, we realized **Dental Insurance works like Marketing**, because you are paying the insurance company for new patients.

Today, **we pay less than 2% for Marketing** and have a much more fulfilled practice than what would have been possible, if we were still in network with as many PPO Plans as before!





**If you always do what
you've always done,
you always get what
you've always gotten.**

- Albert Einstein

An aerial view of a city skyline, likely New York City, with a blue overlay. The text is centered in the middle of the image.

**Have you booked your
marketing strategy meeting
with Lila @ Ekwa yet?**

Pay close attention to getting these 5 Expense Categories in place and you will find your practice much more easier to manage & grow further beyond!



Resource

The 'Less Insurance Dependence' Podcast

Download FREE on iTunes or Google Play

www.lessinsurancedependence.com

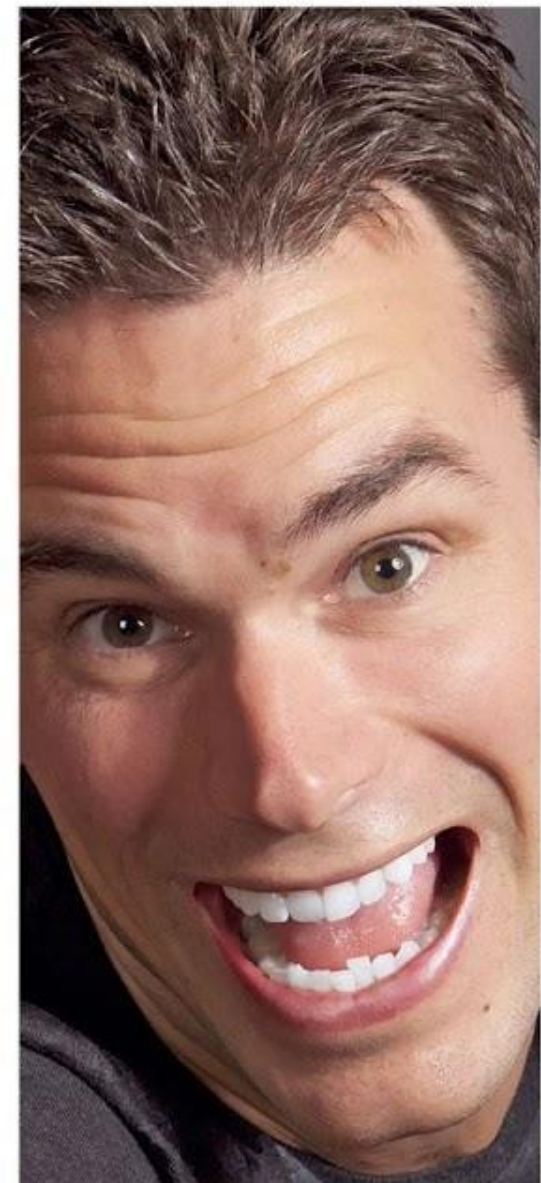


System No. 12

An aerial view of a city skyline, likely New York City, with a blue overlay. The text is centered in the middle of the image.

System to Achieve a Whitening Goal of One Whitening per Day

This is an interesting and important system to implement in your practice!



There are many benefits to this,

- ▶ **Patients' always want whiter teeth!**
- ▶ **Patients who whiten their teeth become Better Patients**
- ▶ **They are more likely to keep up with their appointments**
- ▶ **They are more likely to be interested in Other Dentistry**





It's a Gateway Service!

Anyone who cares about the way they look and has made a commitment to making sure their teeth looks white is more likely to continue on that same journey!

This creates a lot of opportunities that lead to restorative & elective dentistry, and we already know these patients are more interested in ideal oral health!

**That's the 1st 12 Business
Systems For Your Practice!**

A man in a blue shirt and orange tie is shown from the chest up, holding a key. The background is dark with several gears of various sizes. The text is overlaid on the image.

**FREE
CHECKLIST**

Mini-Guide to Implementing the 1st 12 Business Systems In Your Practice

Download at:

www.thrivingdentist.com/bonus/

Did you enjoy this webinar?

**Share your thoughts about what
you really loved about this webinar
in the chat!**



THE ATLANTA WORKSHOP WAS
SIMPLY AMAZING





A REVIEW FROM AN ATTENDEE OF THE ATLANTA ONE-DAY MBA WORKSHOP

Far too often in dentistry (and elsewhere), we are lured into attending a meeting that ends up being just a glorified sales pitch for something else and provides very little actual take-home implementable value.

And while I've listened to your podcast for years and have heard many of the concepts before...I still took pages and pages of notes and many pictures of slides. We are already doing many things right in my practice....but now have additional clarity to take things up several more notches.

The practice model that you and your docs have created with LifeSmiles is very much what I envision for my dental business and I thank you for being a guiding force and mentor

DR. FOREST CHRISTOPHER PORT
- ASHEVILLE SMILE CENTER



THRIVING DENTIST
ONE DAY MBA

Our Next Workshop: Seattle

ARE YOU
READY?

****OFFER VALID FOR 12 TICKETS ONLY!**

TICKET PRICE: ~~\$997~~

\$299

**(SAVE \$698 OFF
TOTAL TICKET PRICE)**



Thriving Dentist Coaching

with Gary Takacs

STANDARD PRICING ~~\$30,000~~

EARLYBIRD SPECIAL \$15,000

4

Coaching Sessions Per Year



Support from Gary & the Team in between sessions



Goal Setting, Mindset Building & Specific Tactics



Risk Free Guarantee



Resource Materials for you & your team

 Atlanta, GA

Learn more at: www.thrivingdentist.com/coaching



**WE HAVE A SPECIAL
BONUS OFFER FOR
LIVE ATTENDEES**

Bonus Offer

Today's participants will receive a **FREE MARKETING STRATEGY** Meeting with Ekwa Marketing (worth \$900) that will compare your current marketing efforts against that of your competitors and help you develop a winning strategy!

SPECIAL OFFER!

The **FIRST 10 DENTISTS**

who sign up with Ekwa Marketing within the **FIRST 3 WEEKS** after your marketing strategy meeting with Lila, will be eligible for \$500 off of your first month with Ekwa's marketing services.

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**Let us know in the chat if
you are interested in this**

**FREE MARKETING
STRATEGY MEETING**

**You can also call or text
our Marketing Director**

Lila Stone

on

(855) 734 5263



iLoveDentistry
COMMUNITY

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TO OTHER DENTISTS!**

Reap The Benefits of Membership in an
Exclusive Dental Community.

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Resource

'The Thriving Dentist' Show

Download FREE on iTunes or Google Play

www.thrivingdentist.com



An aerial view of a city skyline, likely New York City, with a blue overlay. The text is centered and reads:

LIVE Q&A
With Gary & Naren

An aerial photograph of a dense city skyline, likely New York City, viewed from a high angle. The image is overlaid with a semi-transparent blue filter. The words "THANK YOU" are written in large, white, bold, sans-serif capital letters, centered on the image. The text is split into two lines: "THANK" on the top line and "YOU" on the bottom line.

THANK
YOU