

The Dental Practice Turn-Around for a Happier, More Motivated Team

Monday morning, bright and early: It's the day to roll out the latest and greatest new improvement idea.

But the phone is ringing off the hook, patients are arriving late, cancellations and reschedules are coming in hot, the afternoon schedule is looking shaky, and *did anybody place the supply order last Tuesday?*

Daily life and business have a way of getting in the way of good intentions.

When Dr. Ankur Gupta opened his practice in 2005, he believed success hinged on two factors: being a good dentist and being a nice guy. After three years, he began to question that philosophy. But he discovered key business principles which helped him turn his practice around and create a thriving, happy, profitable practice with engaged employees and patients who are thrilled to refer others.

This course covers a **step-by-step blueprint** for implementing Dr. Gupta's ground-up, holistic Keys to Real Success in a dental practice that has the potential to transform it all: cohesion, cooperation, consistency, and collective happiness.

Changing the status quo is rarely easy. In this content-rich course, Dr. Gupta outlines the complete end-to-end system that works its magic by focusing on meeting people's needs—from an outstanding new patient experience, to exceptional customer service, to needs-based case presentation, to a thoroughly motivated team who feel valued and secure. Participants leave with a step-by-step blueprint for implementing change in their office Monday morning.



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LEARNING OBJECTIVES:

- Learn how to attract new patients without investment in outside marketing
- Examine a collaborative new patient experience, from the initial phone call to the presentation of fees
- Discover an extraordinary patient service strategy that no other dentist in your town is offering
- Gain strategies and tools for inspiring a culture of self-directed leaders in the practice
- Explore a culture of autonomy in which team members feel ownership with practice improvement and implementation
- Identify internally designed accountability systems
- Formulate an incentive-based vision for your practice and dental team
- Understand how to implement effective team bonus incentive programs
- Discover a 7-minute daily routine ensuring physical longevity of the back and hands
- Design a realistic path toward financial peace

SUGGESTED FORMAT:

Full or Partial Day; Lecture, Workshop, Keynote

SUGGESTED AUDIENCE:

Dentist and Team