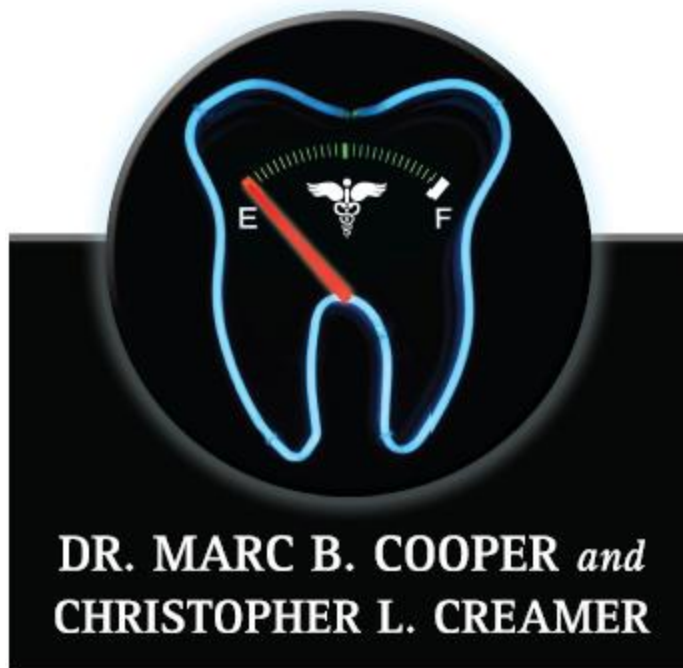


RUNNING ON EMPTY

Answers to Questions Dentists
Have about the Recession



DR. MARC B. COOPER *and*
CHRISTOPHER L. CREAMER



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The Mastery Company
MasteryCompany.com
PO Box 1806
Woodinville, WA 98072

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Matt King edited all parts of the book, Running on Empty (2009), from which this chapter was taken.

Please feel free to forward this via email to whomever you believe would benefit.

Thank You!

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Christopher Creamer

2009

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GREAT PATIENT SERVICE

It's become obvious that in the middle of this recession, we need to upgrade our service to patients. If we don't provide top of the line service, patients won't consider visiting our dental office a priority. I've read the Fred Factor and Fabled Service, and I understand what great service is. How do I get it solidly instilled in my practice?



If you're like most dentists, your practice measures the revenue numbers, the collection numbers and the new patient numbers. You don't measure anything about providing exceptional service and making a difference in the lives of your patients. Don't blame yourself. Your head has probably been filled with consultants and gurus touting financial numbers, graphs, ratios, reports, and so on. These numbers are important, but they should not be your purpose or mission. It's like driving a car focused on the dashboard and not the road.

You need to apply three universal principles on a consistent basis in order to shift your practice into high gear around extraordinary patient service. *Consistent* means every day, all the time. *Consistent* means you, not your staff, must be the ongoing driving intention to make it happen. *Consistent* means being demanding, rigorous, relentless.

Here are the three principles to apply.

- 1) In business and in life, you get what you measure.
- 2) Whatever you measure you focus on.
- 3) Whatever you focus on expands.

You need to come up with meaningful measurements that can assess the quality of service you and your staff are providing patients. Here are some examples:

- How many times did your patients smile today?

- How many times did your patients say, “Thank you?”
- How many times did your patients pay you a compliment?
- What percentage of your patients were seen on time?
- What percentage of your patients were out on time?
- How many times did a patient ask how to refer their friends, family or coworkers?
- How many times did a patient point out a staff person and say something special about them?

Your practice will survive the recession if the focus and passion is *taking care of patients*. You will see a change when everyone understands that it’s not just about delivering top of the line dentistry in a tricked up dental facility with cutting edge equipment and a 32-inch flat screen in each operatory. *Service is making a difference in patients’ lives*.

So, set up patient service measures for each staff person. And then, every morning in your huddle, review the results. Get promises from each staff person about what they will generate from patients that day; i.e. seven smiles, six expressions of gratitude, two referrals. Beware that these measurements will have a tendency to fade, just like the enthusiasm that was generated after each program on customer service. You will need to reinforce them—day after day.

You need to be a constant driving force for taking extraordinary care of patients, every day without fail. Staff will follow your lead. So you must devise a measurement for your own relationship to patients as well. You need to put yourself on the line as well as your staff.

Build a practice based on making a difference for patients, not just their teeth, but in their lives. Remember, shifting the context of your practice from beauty to health wins for the patient and your practice. Patients remain loyal to those who look out for their well being and that’s the best marketing you can ask for.



BOOKS by Dr. Marc Cooper

Mastering the Business of Practice

Partnerships in Dental Practice

SOURCE; The Genesis of Success in Business & Life

Running on Empty; Answers to Questions Dentists Have about the Recession

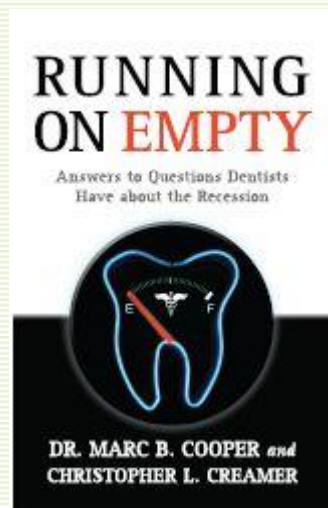
Valuocity; A Fable about Dental Practice (Fall, 2009)

Available at Amazon.com

***‘RUNNING ON EMPTY’
ORDER INFORMATION***

*The book will be available July 31st at
www.Amazon.com for single copies.*

*For 50 or more copies, please contact
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DR. MARC B. COOPER & CHRISTOPHER CREAMER



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