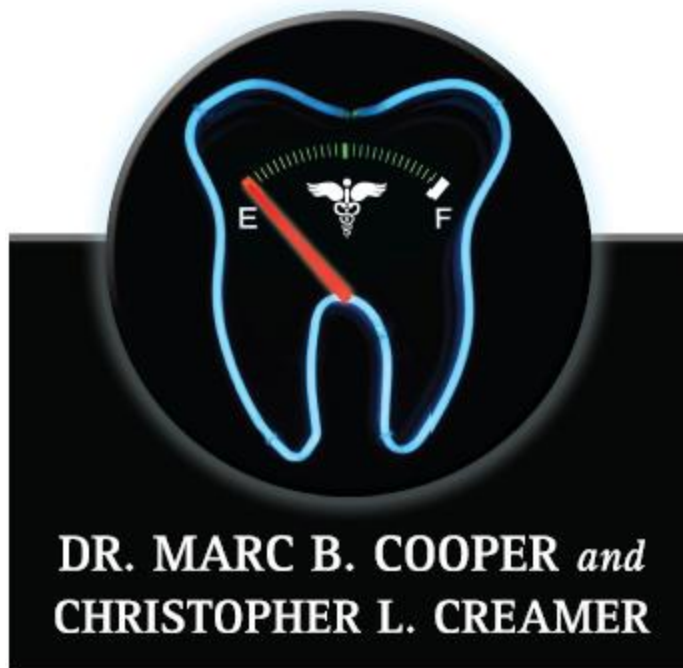


RUNNING ON EMPTY

Answers to Questions Dentists
Have about the Recession



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



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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

TABLE OF CONTENTS

PART I

The New Context

The Opportunity

Culture of Change

How the Future Shows Up for You

Vision Lost

What Makes Successful Practices Successful

Is 'Excellence' Your Core Value?

Operating States and Integrity

Shift from Beauty to Health

PART II

Rules for Change

Cash is King

More with Less

Manage Your Management

I'll Take Care of You

Don't Be Road Kill

Accountability

Listening

Great Patient Service

Customer or Patient?

New Patient Referrals

PART III

Bridge to the Future

Self Improvement vs. Remastery

The Triangle Offense

Core Values and Remastery

Final Words

BRIDGE TO THE FUTURE

It's not a secret anymore. The world and business have changed dramatically in the last year and the 'tried and true' of running a dental practice requires serious updating. The dental practice model needs to be *remastered*. Just like any great audio recording produced 10, 20 or 50 years ago, there are technologies available now which can improve the quality dramatically.

The same is now true of dental practice management. The bridge to a viable and stable practice must be anchored in core values.

Core values are absolute, immutable and unassailable. Core values are not subject to time or economic disturbances. Running your practice firmly anchored to your core values allows you to remain viable during the recession and builds a dental practice that produces strong business results and professional satisfaction well into future.

What if your core values were actually the core of your practice, not just ideals? What if you could shift compensation to no-kidding, pay-for-performance? What if you could significantly improve management and results whereby staff is more self-governing, self-motivating, and self-correcting. What if your practice could withstand the trials and tribulations through the recovery process from this recession and emerge stronger and more successful?

Remastery establishes a core values based practice model, making possible more powerful and effective leadership, ownership and management, during the recession and beyond.



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

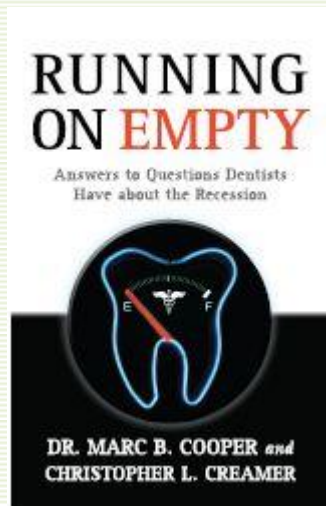
Valuocity; A Fable about Dental Practice (Fall, 2009)

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
The Mastery Company at (425) 806-8830*



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