We Believe In You!

We believe that Independent Private Practice is the best way to deliver dentistry. It is best for the patients, the doctors and the staff. Private practices can be more selective with their continuing education and technology. They can also be more adaptable and efficient. Most importantly, the people who make decisions about patients’ dental care are the ones in direct contact with them. We also believe that professional management support helps good practices be better and thrive in a competitive environment.
• It is appropriate to contact insurance for “Eligibility” with new patients and a benefit breakdown on specific areas for new patients (or patients with new insurance) such as waiting periods, alternate benefits and number of prophies allowed per year.

• If a patient requests it (be sure it is not the team suggesting it by saying things like, “We can run a pre-determination and go from there.”).

• Replacing removable or fixed prosthetics (crowns).

Some practices have multiple PPOs and adjustments are different from every plan, so the team feels it’s difficult to “estimate.” In these cases, consider a set amount as a deposit for all patients – example: $450 deposit for all crowns, $20 per surface for fillings, etc.

If you’re used to doing detailed insurance benefits research, it can seem like heresy to suggest not doing so. Again, staff training and semantics are critical. Don’t let insurance dictate your recommendation and don’t create a lot of work for yourselves. If you do choose to continue to do pre-determinations, well, that’s your choice but, please consider at least reducing them. Call me if you’d like to discuss how this might work.

HIGHLIGHTS FROM THIS YEAR’S SURVEYS:

We recently completed our 38th annual practice survey of Upper Midwest dentists. This year, we added a “Benefit Survey” in addition to our usual Wage Survey. These surveys are now available online at our AdvancedPracticeManagement.com website.

Metro area and Outstate Fees were up about 1.7%.

• 65% of dentists still charge at the Prep despite Delta and others encouraging them to charge at the Seating appointment.

• 35% of offices now report having an “In-House Membership Plan.” Generally, these plans create more revenue, even net of discounts, for patients without insurance. We can help you set up this type of plan if you wish.

• Dentists’ priorities have changed. Insurance PPO/Third Party Write Offs are still the major concern. However, “Finding Staff” has replaced “Attracting New Patients” as the 2nd most important issue. Attracting New Patients now ranks 5th after the above and “Staff Issues, Motivation, Teamwork, Costs” and “Production Growth.”

• 8% of offices reported dropping a PPO in the last 12 months. 10% plan on leaving a PPO in the next 12 months. However, 8% also joined a PPO in the last 12 months. If you are considering leaving or joining a PPO, please seek our counsel.

• 56% of respondents use or have used Management Consulting. Advanced Practice Management earned the highest satisfaction rating (8.4 out of 10) and has a market share more than double all cited firms combined.

• Digital Communications (RevenueWell, Demand Force, Lighthouse, etc.): 57% of offices now use this. It comes in handy but most aren’t taking advantage of all the features of their system. Lighthouse, RevenueWell and Solution Reach are the leaders in our area.

GOALSETTING:

It’s that time again: It’s our annual tradition to send you our “Goalsetting Outline.” Many of our clients have found this helpful. Take 5-10 minutes now to greatly increase your chance of success next year. If you wish, share your goals with us.

Year after year, we see that clients that set goals and keep them in mind, do better. They don’t necessarily hit all of the goals all of the time, but they achieve most of them.

It’s our job to help you set and reach your goals.

THANK YOU!

We have the privilege to work with more area Dentists than all other Practice Management firms (local or national) combined. Thank you for your business and your referrals. It is an honor to be part of your practice.

HAPPY HOLIDAYS!
YOUR 2019 GOALS AND PROJECTS WORKSHEET

Dr. _______________________
(Send us a copy too if you wish)

1) What did you feel best about accomplishing in 2018?

2) What issues and concerns are you currently facing in your practice?

3) What would you like to see happen in 2019 to make your practice even better for your patients, your staff and as a business? Be as specific as possible.

4) Statistically, what are your practice goals (Production, Collections, New Patients, Overhead, Net Income, Savings, etc.)?

5) List other Improvements and Projects (Continuing Ed, Additional Services, Facility Improvements, Staffing, Staff Training, Technology, etc.)

VISUALIZE! See yourself accomplishing your objectives and enjoying the benefits of your labors! See it and chances are it will come to pass!

BELIEFS -> VALUES -> MISSION -> GOALS -> STRATEGY -> TACTICS