Grow your dental practice

Three ways to start doubling your growth right now, even if you’ve hit a plateau

By Jay Geier

How would you like to double your practice growth? Would you like to double your net income? Of course you would! But what we want and what actually happens are two different things.

When you first started your dental practice, you felt the excitement. You experienced large percentages of growth for the first few years. Then your dental practice became stagnant.

You’re not seeing growth in your dental practice now. Your “adjusted gross income” and “net income” decreased to the point where it depresses you to look at the numbers on your tax return.

You have hit a plateau and it is commonplace for all businesses, including dental practices, to hit a plateau at some point in their life. Many will hit multiple plateaus.

Now I completely understand why hitting a plateau or even a decline in business would depress you. It’s because you’re seriously feeling the squeeze. You discovered that your expenses don’t plateau just because your income has flattened or declined.

• Your staff wants more money.
• You need more space.
• You need to purchase updated and emerging technologies and equipment.
• It takes more money to run your practice.

Not only do your expenses rise at the office, but they rise at home too. You’ve got kids, private schools, bigger houses, insurance, higher taxes.

So how can you as a dental practice owner get off the plateau, take your business to the next level and make more money?

Get the right training, skills and resources you need to build your business. Look, you’re either on plan, off plan or you don’t even have a plan. If you have been in practice for any significant amount of time and you are not investing heavily in your practice, I wouldn’t be surprised if you’re experiencing a plateau in your business right now.

See, if you’re not learning better ways to build your practice then you are just doing the same thing over and over again. How is that going to solve your problem and take your practice to the next level? It isn’t.

Get the right employees: implement a no mediocre employee tolerance policy

With so many people unemployed today, you can find top talent. There is no reason why you have to accept mediocre performance.

Remember, you get what you deserve. If you hire mediocre employees or if you keep mediocre employees, then you deserve to get mediocre or sub-par results along with the gray hair you’ll get for dealing with these people.

In addition, it doesn’t take much effort to hire the right staff. In fact, I have a hiring system that allows you to hire new staff with less than 60 minutes of your time.

Get a no excuse mindset

If you want to shorten the lifespan of your practice, then you need to stop being your own worst competitor. I mean this in the most caring, loving way. You make and accept too many excuses for why you can’t get new patients.

For example, you blame the recession. Yes, many small and large businesses are failing. However, we’ve doubled our business in this economy. I have clients who’ve been practicing dentistry for 55 years and they had their best year ever in 2009. A few of these top performers are in the state of Michigan — one of the hardest hit states during the recession.

The adjacent tooth is innocent

By Prof. Dan Ericson, Malmö® University, and President of the Academy of Minimally Invasive Dentistry

Minimally invasive dentistry has evolved as a concept in preventive and restorative dentistry during the last few decades. The concept involves “a systematic respect for the original tissue” (Ericson 2004). It means that dental diseases preferably should be prevented, and that restorative dentistry includes a minimum of removal of healthy tooth substance to access and restore a caries lesion.

Under this concept, prevention of iatrogenic damage is, of course, essential. Several researchers have clearly demonstrated that, during preparation of a Class II restoration, the adjacent tooth is damaged up to almost 70 percent.

Damaged teeth develop caries at least twice as often compared to undamaged teeth (Qvist et al. 1992; Lussi and Gygax, 1998; Medeiros and Seddon 2000). This certainly calls for protection of the adjacent tooth during preparation for the dentist to be able to work safely and time effectively.

A number of devices have been used for this, ranging from a steel-matrix band to interproximal guards of various kinds and thickness. Until now a common difficulty has been application and retention of such devices during preparation.

It is urgent that the industry provides uncomplicated devices that would warrant increased safety and efficacy in operative dentistry. To avoid iatrogenic damages should always be first priority (Hippocrates).

FenderWedge combines a wedge and protective plate. It is easily inserted like a regular wedge.

FenderWedge

For more information about FenderWedge® and other Directa products, please visit Directa online at www.directadental.com.

References


• Medeiros VA, Seddon RP. Iatrogenic damage to approximal surfaces in contact with Class II restorations. J Dent 2000; 28:105–110.


Minimal invasive dentistry in reality

Swedish company Directa has developed FenderWedge®, a new product that protects adjacent teeth during Class II preparation.

FenderWedge:
• is easy to apply,
• is retained during preparation by the wedge,
• results in pre-wedging before placing the matrix for restoration,
• can also be used for protection during crown preparation.

Data from 145 cases indicates that FenderWedge® is simple to apply and effectively protects the adjacent tooth.

For more information about FenderWedge and other Directa products, please visit Directa online at www.directadental.com.

Directa representatives and partners are currently operating in more than 90 countries worldwide, and attend most major dental meetings.

Please call +46 (8) 506 505 75 or e-mail info@directadental.com for additional information.
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In the truest sense, freedom cannot be bestowed; it must be achieved.
— Franklin D. Roosevelt

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AMD LASERS: one of the most affordable soft-tissue dental lasers

In January, AMD LASERS announced the introduction of the Picasso Lite soft-tissue dental laser. Priced at $2,495, offering 2.5 watts of power and three customiz-able presets, Picasso Lite is the most affordable and easy-to-operate dental laser in the world, according to AMD LASERS.

It was designed specifically to replace the archaic use of scalps and electro-surge in the treatment of soft tissue.

“With Picasso Lite, we accelerated the paradigm shift in dentistry that began with the introduction of the Picasso line of soft tissue lasers in 1998,” said Alan Miller, president/CEO of AMD LASERS.

“We have ‘One Vision, One Goal’— we want every operator with a laser. Record numbers of dentists are purchasing Picasso, and I’m sure a laser. Record numbers of dentists who are purchasing Picasso, and I’m sure Picasso Lite’s more attractive price are purchasing Picasso, and I’m sure Picasso Lite’s more attractive price is Picasso Lite’s more attractive price is Picasso Lite’s more attractive price is Picasso Lite’s ability to use convenient disposables or a low-cost disposable fiber.”

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“If I get a bad result, I probably deserved a bad result. It’s that simple. So, I don’t make excuses. I just say, “I got what I deserved, and I need to figure out why and how I’m going to fix it so I get a better result next time.”

If you can figure out what actions and efforts it takes to deserve more, then “Bingo!” you can get it. If you make excuses about your ability to generate new patients, such as your town or the economy or whatever other pathetic, whiny excuse you might have made in the past, you literally cannot do anything. It immobilizes you.

Want to start growing your dental practice?

Here are your next steps:

• Get the training you need.
• Adopt a “no mediocrity” tolerance policy.
• Don’t make or accept excuses. When you complain, whine and moan, you take all the power out of your dental practice and completely destroy the mindset of your staff. Remember, it starts with you. Are you ready to grow your dental practice? [1]

J. Morita to introduce low-speed air motor at Chicago Midwinter

J. Morita will be introducing the new Air Torx, low-speed air motor at the Chicago Midwinter Meeting in February. Air Torx offers efficient, powerful and constant torque with operational speeds up to 20,000 rpm.

Its innovative fluid dynamics generates about twice as much torque compared to a conventional low-speed motor in the 5,000 to 10,000 rpm range.

Air Torx is comfortable to operate: it is lightweight, perfectly balanced and delivers smooth power control. Versatile, it can be used for a wide range of tasks such as grinding dentures, adjusting, finishing and polishing restorations, and for tooth polishing with a prophy angle.

Air Torx is designed for enhanced durability and offers an extended working life.

Other features include: forward/reverse drive with continuous speed control, double-lock connection, autoclave-safe design and compatibility with standard ISO attachments.

For more information, call 888-JMORITA (566-7492) or visit www.jmoritausa.com.

About J. Morita

J. Morita USA services North American dental professionals on behalf of one of the world’s largest manufacturers and distributors of dental equipment and supplies, Japan-based J. Morita Corporation.

The North American office was established in 1984 and is headquartered in Irvine, Calif.

J. Morita USA is one of the leading companies in the dental market offering innovative and high-quality 3-D/pan/ceph imaging units, delivery systems, handpieces, small equipment and consumable dental supplies.