

6 GOALS FOR DENTISTS

to achieve Personal, Professional &
Financial Satisfaction



Use this guide to help you set goals in your life &
practice to help you achieve personal, professional &
financial satisfaction!

the Thriving Dentist
with Gary Takacs

✱ **Goal No. 1: Overhead No Higher Than 60%**

Having an overhead that's less than 60% (ideally you'd want to be at around 50%), is a quality of life improvement that will drastically change the way your practice performs & will you give so much freedom & satisfaction to have the ideal dental practice you want without compromising the added benefits & value you wish to offer to the patients in your practice to make ends meet.

✱ **Goal No. 2: Create Financial Independence From The Cash Flow Of The Practice**

You might've known many dentists who find themselves working late into their careers, not by choice but because they have to. With massive financial pressures around from accumulated debts to investing in your practice & keeping it current with great technology available is expensive.

Achieving financial independence should be a goal for every dentist, doesn't matter if you're new to dentistry, a mid-career dentist or a late-career dentist, there's always a way to make room in your life to achieve financial independence from your practice, if you take the right steps forward & lay the correct foundation place to help you get there in time.

✱ **Goal No. 3: Have All The Technologies & Systems in place that makes Dentistry Fun**

Unfortunately Doctor, we see many dentists today who find practicing dentistry stressful & frustrating.

Not only is their practice set up to be effective & efficient in the day to day activities but the noble pursuit of serving your patients & the joy that you experience as a dentist when you see patients who truly appreciate what you do for them is becoming a luxury to see among dentists today, with many practices training patients to think from a "is this covered by my insurance" perspective than a "how can you help me be a better dental patient" perspective.

At LifeSmiles, we have many systems & strategies in place that allow us to have a practice that not only makes it fun & enjoyable for our Dentists & Team Members but also encourages patients to be more dentally aware & become more appreciative of the care we provide them with as a distinctive patient of our practice at the same, making sure our overhead is well below 60%.

* **Goal No. 4: Have A High-Performance Team We Truly Love & Enjoy Working With!**

One of the key elements of a high-performance team is that you, along with your team members work towards a common destination. This helps you to be able to put your goals & expectations in line where everyone in your practice knows how they play a vital role in realizing those goals & helps them become accountable for their contributions in your practice.

LifeSmiles would not be the same as it stands today if it wasn't for the fantastic support we get from our team members, who are also fully trained on the 10 Elements & 24 Systems in our practice. Not only do they have a better understanding of their roles but also of others too. This creates such great appreciation amongst each other and is a big reason why we enjoy working with each other so much at LifeSmiles.

* **Goal No. 5: Have Patients We Enjoy Taking Care Of!**

One of the lesser-known facts about the impact Dental Insurance has on patients, as you may have noticed me talk about in other podcast episodes is how it turns your practice into a transaction-driven practice.

When your patients begin to think and consider dental insurance coverage to be much more important to them than their actual oral hygiene, this binds them into a mindset that can put them through a lot of pain & suffering in the long run without them ever realizing why/how. As you can see Doctor, Dental Insurance not only impacts your practice overheads but also how patients perceive dentistry, how they look at you as a dentist & what they think your practice means to them.

This can prevent you from being able to give your patients what they deserve to have happy, confident, enriched lives.

The first step I'd suggest to any practice owner experiencing these barriers in their practice is to transition to a relationship-driven practice that will completely change & make a big difference in how you are seen by patients.

Happy patients allow you to enjoy being more grateful & more appreciative of what Dentistry means to you.

✱ **Goal No. 6: A Treatment Mix That Gives Us Satisfaction**

With 40 years of coaching experience, doctor, I can confidently tell you that, the most successful practices I have seen in my life are those who were committed to doing what they wanted to, and not because they have to.

There's this misconception among dentists today where you think you have to take care of any & all treatment procedures that come into your practice, whether it is something you enjoy doing or not. When you don't maintain a practice that you can be comfortable with, you don't get to create a life that you want.

I would suggest to all our doctors to take time & define what you really enjoy doing. You have to very specific as what you prefer might not be the same for another dentist. This will give you an idea to build a roadmap around that is very focused.

It won't happen overnight, but it will give you a starting point with which you can then refine & move forward in creating a treatment mix that not only gives you satisfaction but also still allows you to have systems & strategies in place that helps you feel your overhead in check & work towards creating a practice and life of your dreams.

We discuss this topic and action steps in greater detail in episode #424 of The Thriving Dentist show. Listen to the full podcast for more in-depth information at <https://www.thrivingdentist.com/>