

5 Tips to Master Scheduling

PRESENTED BY: GARY TAKACS & NAREN ARULRAJAH

**THANK YOU FOR
JOINING US TODAY!**

**1 HOUR WEBINAR
30 MINUTE Q&A COACHING
SESSION AT THE END!**

**Ever had days in your
practice that felt really busy
yet not quite “productive” as
you expected it to be,**

**While some days were very
productive & fulfilling?**

These **speed bumps** in your production

are a result of shortcomings in your scheduling processes...

Gary Takacs



40+ YEARS OF EXPERIENCE IN DENTISTRY

Owner, LifeSmiles Dental Care

Practice Advisor & Coach

(Thriving Dentist Academy)

Frequent Speaker at Major Dental Meetings

(Provided over 18,000 Hours of CE Credits)

Host of Thriving Dentist Podcast

(#1 Dental Podcast on iTunes & Google Play with listeners in 184 countries)

Naren Arulrajah

**15+ YEARS OF EXPERIENCE IN DIGITAL
MARKETING**

Founder and CEO of Ekwa Marketing

Expert Consultant in Dental Marketing

**Co-Host of the Less Insurance Dependence
Podcast**



**In today's webinar, you will
learn 5 Tips that will
master scheduling & guide
you in having consistent,
productive days in your
practice!**

TIP 1:

**Understanding The Concept Of
Rocks, Sand & Water In Your
Practice!**

IMAGINE YOU HAVE A GLASS VASE

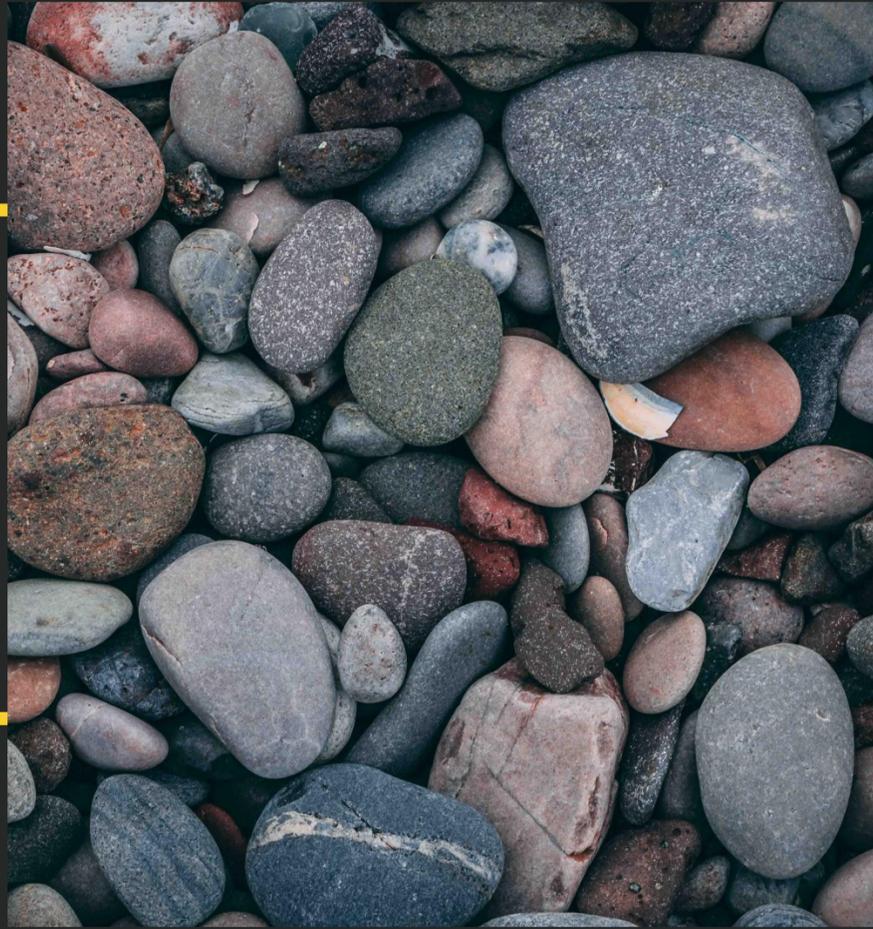
With 3 Ingredients...

Rocks

Sand

Water





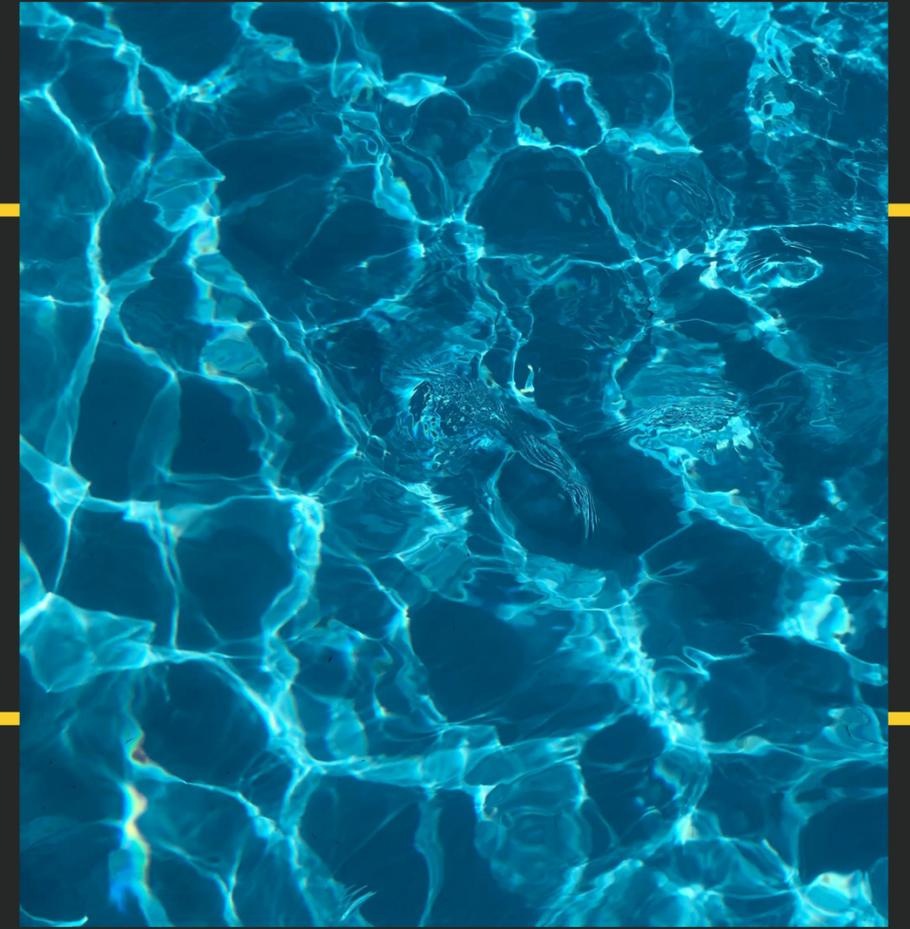
ROCKS

Big Production
Procedures



Sand

Minor Production
Procedures



Water

Non-Production
Procedures

START FILLING THE VASE



Rocks



Sand



Water

**Remember
the order?**

**If you tried filling it in
any other way, you
would not be able to fit
everything in!**

**This relates to the types of appointments
that are scheduled in your practice.**

It's important to make sure you have a mix of those three things in the right order to get the most out of your schedule for the day!

Define what are the rocks, sand & water in your practice, and let your scheduling team member know what they are.

TIP 2:

Define a Daily Production Goal

**Think about this
for a moment**

How can your team
members help you get
“**there**”...

If they have no idea **where**
“**there**” is?

If they don't have a **goal**, how
can **they** help you **achieve it**?

**One of the ways you
can define a daily
production goal**



Is by seeing how you've been
averaging for the **last 3 months**
Stretch your goals **a bit further** & see
how you can set up a **daily production
goal** that helps you **achieve** that.

TIP 3:

Use Scheduling Time Blocks

Use Scheduling Blocks to **block** **time off**

Have them **reserved** according to the
Rocks, Sand & Water concept.

This encourages you to not only get familiar with planning in advance,

but also ensures you have consistency in having certain procedures into your schedule every day of the week.

**This way, you're going to
consistently have **productive**
days.**

**For doctors
who are
starting out in
making their
schedule work
better for them;**

I would recommend you to start with **3 Rock** Production blocks per day.

A **1 & ½ hour block** & two **1 hour blocks**, which makes **3 & ½ hours** worth of time that you can keep reserved for **major production**.

You can fill in the rest as needed with other services as needed (**Sand & Water**).

TIP 4:

Designate **One Team Member** to
be your Scheduling Coordinator



**If everyone's doing it,
then **nobody's** doing it!**

If everyone does it then nobody's got
accountability & **responsibility** for it.

**Have one
designated team
member to handle
your scheduling.**

**Other team members can help but you
need to have one team member that
holds accountability & responsibility for it.**

TIP 5:

Have a Scheduling Template where
you can **see** a patient **within 1 week**
of the **First Call**

Every dentist I know would always love to see as many new patients they can.

But **not all** can see them **as soon as possible**.

Not every patient is **willing to wait** a long time to see you either.

You should be able to work a **new patient** into your schedule within **at least 1 week** of their **initial call**.

Ideally, we would want to see them within 3-4 days

**Since you are now working
on blocking time off in your
schedule,**

**You can block some time in
your schedule to accommodate
new patients in as they come.**

One way you can ideally approach this is by practicing a

**48 HOUR
RELEASE**

Where, if you are unable to accommodate a new patient into that reserved time slot, you can release it and fit in any other appointments & still have a fulfilled schedule ready to go.

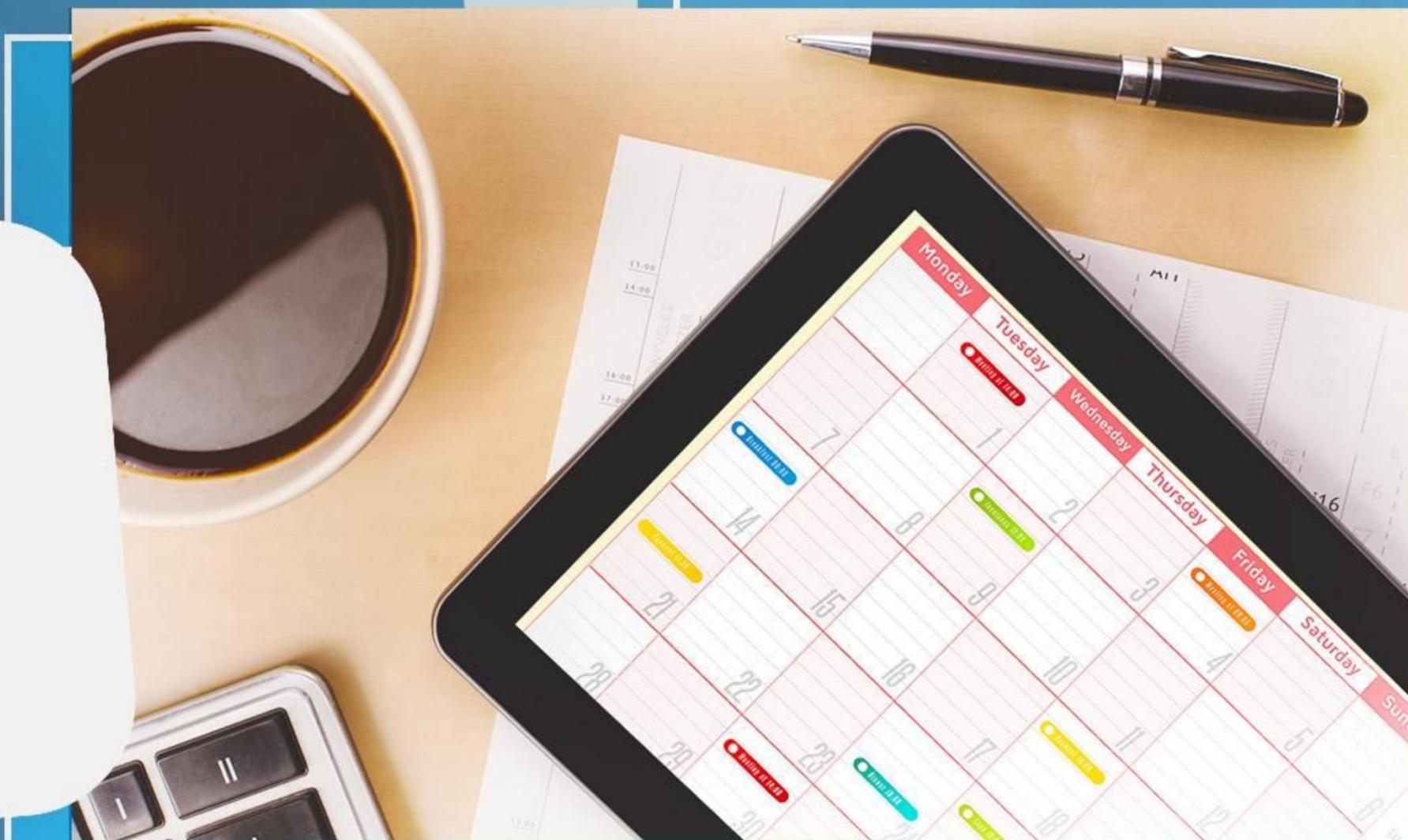
**By incorporating
these 5 tips into your
scheduling processes**

You will be able to maximize & meet your production goals as well as make the most out of your marketing.

BONUS MATERIALS

FREE
Guide

5 TIPS TO MASTER SCHEDULING



Download at:
www.thrivingdentist.com/bonus/5tipstomasterscheduling



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worth CE**



Reviews from our recent attendees

Great workshop with many inspiring ideas that will help during reopening after covid.

Dr. Mohamed

Awesome workshop lots of useful information

Dr. Noe

I really enjoyed the workshop. The material was great, and it was nice to have it all in one day.

Dr. Blake

I thought the workshop was very helpful and insightful on how to operate a dental practice. I liked that it was live online since I didn't have to travel and leave my home. Unless there is some different content in the in-person workshop I thought this was great. I did feel that some details were glossed over due to time constraints. Overall very happy with the experience and content.

Dr. Arsalan

I thought it was worth the 9 hours, and. have 3 little children so that's a big compliment.

Dr. Leslie

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the Thriving Dentist
with Gary Takacs



The **Marketing Resource** that we use at **LifeSmiles** to bring in **80+ New Patients** every month!



Gary Takacs

2 reviews

★★★★★ a week ago - 

EKWA Marketing has been a brilliant marketing resource for my LifeSmiles Dental practice! They helped us craft our unique story and then integrated all of our marketing materials with the 6 fundamental principles as taught by Robert Cialdini. The end result has been amazing as documented by Google Analytics. I am SO happy with the results that I now recommend EKWA Marketing to my Thriving Practice Academy Coaching Clients.



BONUS OFFER

As a participant of this webinar, you will be offered a **Free Marketing Strategy Meeting** worth **\$900** from Ekwa Marketing where they will evaluate your digital marketing presence & compare them to your successful competitors to provide you with a winning marketing strategy uniquely designed for your practice!



Bonus: To help with Covid-19, Ekwa Marketing is offering **\$500 off** from both the 1st and 2nd month to the First **4 Dentists** who sign up.

Lila Stone

DIRECTOR OF MARKETING

Lila is a wonderful person with 8+ years of experience in digital marketing and is Ekwa's go-to person for dentists who want to learn more about an effective marketing strategy that works for your practice.



What **Ekwa** does to support us at **LifeSmiles!**

Helps us **dominate Google** & gets our **ideal patients** to **find** us **organically!**

- Through **NAP & Local Citations**
- Through **WebSite Optimization - Google LightHouse**
- Through the use of **Google EAT**
- Through **Content Writing**
- Through **SEO - Quality BackLinks**

What **Ekwa** does to **support us at LifeSmiles!**

Helps our ideal patients **choose us** with the **06 Principles of Persuasion**, and helps them **see us** as a practice they can **like, know & trust!**

- Reciprocity
- Consistency
- Social Proof
- Authority
- Liking
- Scarcity

***GIVE WINGS
TO YOUR PASSION***

**JOIN THE
COMMUNITY**
that matters.



**LIVE
SESSION**



iLoveDentistry Office HOURS



GARY TAKACS

With
**NAREN
ARULRAJAH**

CEO of Ekwa Marketing, Host of
Less Insurance Dependence Podcast,
Founder of iLoveDentistry community

GARY TAKACS

Host of the Thriving Dentist Show Podcast
Host of Less Insurance Dependence Podcast
Co-Founder of iLoveDentistry Community



NAREN ARULRAJAH

supported by



**LIVE COACHING
Q&A SESSION**