

Mini-Guide to Implementing the 1st 12 Business Systems In Your Practice



Use this easy to understand mini-guide to remind you of the 12 Business Systems and the goals you should keep in mind as you implement these within your practice!

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System #1

Scheduling Template to Achieve a Daily Production Goal

Your Goals: To help your scheduling coordinator to be able to fill in names with the intention to meet your practice's daily production goals.

- For Dentists - Each Dentist in your practice should have different daily production goals that change depending on your provider mix for that certain day.
- For Hygienists - Your goal should be at least \$1200 per day, per hygienist.

System #2

Scheduling System to Accommodate New Patients Within 3 Business Days

Your Goals: To be able to accommodate a new patient into your practice schedule within at least 3 business days.

System #3

Hygiene Scheduling System to Achieve a Daily Goal of \$1200 per Hygienist

Your Goals: Have a system in place that helps your hygiene department generate at least \$1200 per day, per hygienist.

- Have 30% of all adults treated by the 4 specific periodontal codes.
- Fill 92% or more available appointments in hygiene, and have 90% reappointed for their next appointment.

System #4

Collection System to Collect Patient Co-Payment at or Before the Time of Service

Your Goals: To ensure we do not end up chasing patients after doing a procedure for them.

Benefits of collecting copayment at or before time of service;

- You get the time value of the money today!
- They are more likely to show up to their appointments because they have “prepaid” for it.

System #5

System to Follow Up on Past Due Insurance Claims

Your Goals: Have 20 or fewer claims aged 30 days or more per full-time doctor in your practice!

System #6

System to Follow Up on Past Due Patient Accounts

Your Goals: Reduce Past Due Patient accounts by encouraging patients to pay on time.

No more than 20% of your total patient receivables should be aged 60 days or more.

System #7

System to Follow Up on Unscheduled Treatment Plans for General Dentistry

Your Goals: Encourage patients to follow through on your recommendations by highlighting the importance & significance to them.

You should be aiming for a case acceptance rate of around 70%.

System #8

System to Follow Up on Comprehensive Dentistry (Implants, Cosmetic, Restorative Procedures)

Your Goals: Motivate more patients to consider comprehensive dentistry in your practice.

You should be aiming for a case acceptance rate between 30-40%.

System #9

System to Cultivate Patient Referrals

Your Goals: Getting more patients to refer others to your practice.

Leverage the moment by training your team members to ask for referrals from patients in an appreciative manner.

System #10

System to Collect Online Reviews

Your Goals: Making sure your practice stands out when a patient looks for the services you provide on Google.

Ideally, you should have a high number of recent “Love Letter” reviews on your Google My Business page.

System #11

System to Analyze Practice Overhead of Five Specific Expense Categories

Your Goals: Make sure your practice overhead at 60% or Less.

85% Of Your Practice Expenses can be categorized into 5:

1. Staff Wages
2. Facility Rent
3. Dental Supplies
4. Lab Expenses
5. Marketing

If you have Dental Insurance in your practice, that would amount to a high percentage of your overhead expenses.

A done-for-you marketing solution is a great way to replace your dental insurance expenses at a fraction of the cost while giving you much greater results than you would have had by having PPO Plans in your practice.

System #12

System to Achieve a Whitening Goal of One Whitening per Day

Your Goals: Create more opportunities that lead to restorative & elective dentistry by utilizing whitening as a gateway service.

I hope this mini-guide helps you in taking the first steps in implementing the 1st 12 Business Systems within your practice.