



 **ORTHO TECHNOLOGY**


Levin Group Inc.

Building TOTAL PRACTICE Success™

Our commitment is to help every orthodontist grow regardless of the economy. Every orthodontic practice has the potential to transform into A Levin Practice™ and anticipate these results:

- Continually increasing production
- Continually increasing profit
- Continually increasing referrals
- A low stress practice environment
- High levels of professional satisfaction
- Reaching financial independence sooner

Our consulting programs are based on proven systems and strategies that have delivered successful results to thousands of practices for more than 24 years. Levin Group Consulting Programs are the established benchmark for practice management excellence in our profession.

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Regain Control of Your Ortho Practice Redesign Your Schedule!

Presented by Dr. Roger P. Levin and Ortho Technology, Inc.

Introduction

The single most important system in the orthodontic practice is the schedule. If the schedule is not properly created and managed, practice production and practice efficiency fall far below practice potential. In many cases, a haphazard or outgrown schedule will result in stress, lower production, lower profitability and even staff turnover.

The problem with most orthodontic schedules is that they were never created as well-documented systems. For many practices, "systems" are not truly systems, but rather habits carried forward from the early days of the practice. This is why young practices sometimes require longer to grow. If they grow too quickly, they exceed the capabilities of their limited systems and then experience high stress and greater turnover, with lower levels of production and profitability.

Without documented systems in place, the practice will take 10–15 years to reach maximum production, and the orthodontist will work approximately 8–10 years longer to reach retirement. This is an unfortunate scenario as most orthodontists do not recognize this deficiency until they are late in their careers.

At that point, it becomes a challenge to increase revenue and income to fund retirement savings at a rate that will allow the orthodontist to leave the practice financially independent. Once again, financial independence for most doctors occurs far later than necessary and it all stems from not having the proper systems in the early years.

My strongest advice to young orthodontists is to establish the scheduling system, and then all other systems in an expert manner as early as possible. To be considered a true system, it must be documented in writing and have scripting to help the team implement the system effectively. This documentation must be maintained and updated on a regular basis as changes occur in the practice.

A Better Scheduling System

Power Cell Scheduling™ is a scheduling system based on proven mathematical formulas that maximize the orthodontist's and the team's time spent in the practice. Time is, after all, quantitative and anything quantitative can be broken down into mathematical formulas, which can be used to develop the appropriate models for an orthodontic practice to reach its productivity and production potential.

I encourage all orthodontists to replace their schedule unless they have recently done so. An outdated schedule will limit progress in all other areas regardless of how well other systems have been established.

The starting point of implementing a Power Cell Schedule™ is to analyze the practice's current condition. Answer the following questions:

1. How many patients is the practice currently treating?
2. How many new patients does the practice receive on a monthly basis?
3. What is the close rate of these new patients?
4. How many patients are in the observation program?
5. How often are observation patients seen?
6. How many start appointments are necessary each week?
7. How many start appointments are necessary each day?
8. How many days a week is the practice open?
9. How many treatment chairs are available in the practice?
10. How many clinical staff members does the practice have?
11. How many front desk staff members?
12. How many records chairs are there?
13. Does the practice have its own in-house laboratory?
14. How many debond appointments are necessary each week?
15. How many patients are currently overdue for debond?
16. What is the no-show rate of the practice?
17. What is the last-minute cancellation rate of the practice?

While the list above may seem daunting at first, the truth is that this entire exercise can be completed rather quickly. The time spent is well worth it because a Power Cell Schedule™ will increase practice capacity, improve efficiency and lead to higher production.

Designing the Schedule

After answering the previous questions, the next step to building a Power Cell Schedule™ system is to perform procedural time studies. Each orthodontist needs to list all of the procedures that he or she performs and all of the procedures performed by the clinical orthodontic assistants. These are then measured a minimum of 10 times to determine their average time. All of this information is then used to help create the Power Cell Schedule™. Accurate scheduling increases practice productivity.

Procedural time studies are performed for all services in the orthodontic practice from starts to checks to debonds. The doctor portion and the assistant's portion will be separately measured. After timing each procedure 10 times, an average is then created which gives a high level of accuracy for how long each team members should spend on each type of appointment. This will then be built into the Power Cell Schedule™.

An orthodontic Power Cell Schedule™ is easier to create than schedules for other dental disciplines due to the high level of predictability, which is based on how many new patients will start each month. If Levin Group knows how many start appointments exist and the orthodontist's philosophy of how often check appointments should occur, it is easy to determine the total number of check appointments. Once the accurate number of check appointments has been determined, it is then easy to determine how many debond appointments will be needed as well as retainer checks.

Conclusion

Almost everything depends on the schedule. A highly efficient schedule makes the day go smoothly for the orthodontist, the team and patients. An outdated schedule, on the other hand, unleashes chaos and stress in the practice.

If you haven't redesigned your schedule in the 3-5 years, now is the time to get rid of the stress and move closer to your true practice potential!

Attend Dr. Levin's "The Most Powerful Seminar for Ortho Growth," October 14-15, in Scottsdale, AZ, tuition-free with an Education Grant. Ask your Ortho Technology representative for more details.

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