



Unprecedented Ortho Growth — How You Can Achieve It!

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Introduction

Can an orthodontic practice produce \$3 million annually working three days a week? The answer is a resounding, "yes." And you can do so without working any harder. In fact, in Levin Group's experience, we often find that orthodontic practices with the highest revenue often work 25% to 30% fewer hours per week than an ortho practice producing less than half of the same revenue.

Many orthodontists believe that highly successful ortho practices like these depend completely on luck, location, competition, fees, etc. In truth, the highest producing ortho practices have figured out how to recognize and break through all barriers to growth. These types of practices know how to make their offices less stressful and more profitable than ever before.

What are the common denominators in practices that become top-producing ortho practices? Levin Group finds these practices understand the following:

1. Advisors Make A Difference.

Choose the right advisors to help you make decisions about the future of your practice and the future of your life. Highly successful orthodontists typically utilize consultants whose orthodontic-specific expertise can identify and drive practice goals. They also work with other advisors such as Certified Financial Planners, recruiters and attorneys who have specific expertise in the dental industry.

Advisors must be able to provide two critical components. First, advisors must have an easily understood method that makes it clear that they (the advisors) can help you achieve your goal. Second, they must have specific knowledge of orthodontists and orthodontic practices.

2. Desire Plays a Key Role.

You have to concentrate on what you want. However, at this stage don't be concerned about how you are going to get there.



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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For example:

- What precisely do you want?
- How much do you want it to happen?
- Can you accomplish what you want without working harder?

Are you interested in:

- Higher income?
- Less stress?
- More fun working with your team?
- Greater stability in your life?
- Additional time for the activities you enjoy?

While these questions may sound obvious, the truth is that most orthodontists never actually address them. Why? Orthodontists tend to become very locked into their daily routine, making it very difficult to break out of their box to imagine the possibility of achieving more possibly much more.

3. Quick Fixes Aren't the Answer.

Start by evaluating each major practice system to determine the roadblocks (scheduling, practice finance, patient financing, customer service, case presentation, clinical flow, bracket system, accounts receivable, etc). When a practice is ready to move to the next level, it is not just one system, but every system that needs to be critically reviewed and overhauled.

Too many doctors try to fix their systems either on their own or with short-term consulting. This is an ineffective approach. Fixing systems is like repairing a broken-down car that has multiple things wrong with it. If you address only a few of the problems, you may be able to get the car running again but it will undoubtedly break down again - sooner rather than later. The same is true with orthodontic practice systems.

4. Replacing Systems Is Necessary.

It may sound harder to replace a system than to fix it, but the converse is actually true. Many people will tell you that it is easier to build a new house than to renovate an old one. The same is often true for orthodontic systems. Replace them. That is the key to moving to the next level.

When you replace systems, be sure that you have the expertise and experience to design new ones that enable you to achieve the next level of success. Don't assume you can simply copy what a colleague has done. Each office has different requirements and philosophies that must be addressed when replacing systems. Just because something works very well in one place does not mean that it will work for you. You can't simply copy what someone else is doing, but have to design the systems around your unique situation.

5. The Quality of the Team Should Be Evaluated. Many orthodontic practices have team members who haven't been able to sufficiently keep up with necessary improvements in order for the practice to go to the next level. They may certainly have the ability, but not necessarily the right skills to excel in their positions. Each team member should be evaluated by skills and performance on a regular basis with a development plan in place. Whether it is the treatment coordinator who learns how to increase the number of starts or a clinical assistant who learns to work faster and more efficiently, your goal of growing the practice is served.

6. Technology Must Be Used Wisely.

Highly successful orthodontic offices don't purchase technologies unless they know exactly what they are going to do with them. These practices know how they're going to implement them into the practice's systems. They realize that each additional technology the practice introduces requires expanded resources before any return on investment can be experienced. Consequently, they make sure it's the right choice for their practices.

Every technology will claim to fulfill a given practice's criteria. In reality, many offices have large technological expenditures with very little benefit to show for it. Before making a purchase, be sure it's a technology that you will really use. Technology alone is almost never the solution to moving to the next level, as it must be combined with sound management and marketing systems.

Conclusion

Higher levels of efficiency, shorter treatment times and longer intervals between patient visits have created significant opportunity for ortho practices to increase production. While there are many highly successful ortho practices operating today, too many offices are not realizing their true potential.

By following the six principles discussed above, you will take a giant leap toward higher ortho production and unprecedented practice growth.

Visit Levin Group's Resource Center at

www.levingrouportho.com for a wide range of educational materials, including the Tip of the Day, newsletters and white papers. You can also connect with Levin Group on Facebook and Twitter (@Levin_Group) for tips, news and sharing ideas.

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