



**Dr. Roger P. Levin DDS**  
Founder & CEO of the Levin Group

# INCREASE your PRACTICE PROFITABILITY with 4 Proven Steps

A Monthly Article on Practice Management  
Presented by Dr. Roger P. Levin and Ortho Technology

**O**rthodontics is a fantastic profession. It offers a great opportunity to improve the quality of patients' lives, create income for the doctor and team, and develop a high degree of professional and personal satisfaction. However, in the current sluggish economy, many orthodontic practices are either flat or in early decline.

Fortunately, both situations can be easily reversed. With the right management and referral marketing systems, orthodontic practices can still grow despite the economic slowdown. In fact, Levin Group orthodontic clients continue to enjoy robust growth. Just because the overall economy is sputtering along, doesn't mean your practice has to do the same!

### Four Things to Do Immediately

If you are ready to triumph in today's economy, then these four breakthrough strategies from Levin Group's Total Ortho Success™ Consulting Programs will help you jumpstart growth and production...

#### 1 Review your management systems.

Orthodontic practices should update their systems every three years, if not sooner. Every time you make a change—add a service, update technology, etc.—it affects practice operations. Alone, these changes may not seem like much. But cumulatively, they put incredible pressure on your systems and your team. As the years go by, the inefficiencies only increase... unless you review and update your practice systems.

#### 2 Increase your patient and referring doctor marketing.

You need a minimum of 15 patient strategies and 15 referring doctor strategies to rapidly boost referrals. Within four months, you can begin to see a dramatic increase in referrals. The key is to implement multiple referral strategies and carry them out consistently. Levin Group recommends a part-time Professional Relations Coordinator (PRC) to carry out the referral marketing program.

## 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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#### 3 Evaluate the timing of consults and starts.

Levin Group teaches clients that all new patients must be seen within seven days or less. The quicker you can meet with parents and potential parents, the more likely their children will become active patients. A longer timeframe gives parents/patients more time to "shop around" or have second thoughts about keeping the appointment. We also believe that all starts should occur within seven to 10 days of case acceptance. If you wait longer, patients often become de-motivated. Consults and starts represent new production and growth. These patients and parents need to be seen as quickly as possible.

#### 4 Systemize your case presentation process.

In this economic era, it is critical that practices are able to close 95 percent of patients who present for potential treatment. Review your one-hour new patient consult and break it up into step-by-step protocols with scripts for every step. A well-trained Orthodontic Treatment Coordinator can help practices significantly increase case acceptance while allowing the doctor to spend more time on patient care.

#### Conclusion

Follow these four recommendations and accelerate growth for your practice. To achieve the highest levels of success, orthodontic practice need high-performance management and marketing systems. It's time to start your economic turnaround!

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