Three essential lessons for every new dentist

By Sally McKenzie, CEO

After years of schooling, thousands of dollars in tuition, hours upon hours of clinics and exams, and tests and on and on, finally you entered the working world as a dentist. Just you and the patients. Wouldn’t it be great if it could really be that simple?

It’s likely that it didn’t take you long to realize that once your tour in dental school was over, you have a predictable, elliptical contact with the adjacent tooth.

The interproximal surface has been re-created with natural anatomy and has a predictable, anatomically precise proximal surface, and you use the Q-Finisher, two bur composite finishing system (Komet USA) to finish then polish with diamond composite abrasives (Komet USA), refining marginal integrity without destroying occlusal anatomical form.

The interproximal surface has been re-created with natural anatomy and has a predictable, anatomically precise proximal surface, and you use the Q-Finisher, two bur composite finishing system (Komet USA) to finish then polish with diamond composite abrasives (Komet USA), refining marginal integrity without destroying occlusal anatomical form.

With proper occlusal and proximal form, this “invisible” direct composite restoration will service the patient for many years to come.

MEDIA CME Self-Instruction Program

Dental Tribune Middle East & Africa in collaboration with CAPP introduce to the market the new project mcCME: Self-Instruction Program. mcCME gives you the opportunity to have a quick and easy way to meet your continuing education needs.

mcCME offers you the flexibility to work at your own pace throughout the material from any location at any time. The content is international, drawn from the upper echelon of dental medicine, but also presents a regional outlook in terms of perspective and subject matter.

How can professionals enrol?

They can either sign up for a one-year (10 exercises) by subscription for the magazine for one year ($65) or pay ($20) per article. After the payment, participants will receive their membership number and will be able to attend the program.

How to earn CME credits?

Once the reader attends the distance-learning program, he/she can earn credits in three easy steps:

1. Read the articles.
2. Take the exercises.
3. Fill the Questionnaire and Submit the answers by Fax (+071 4 5688885) or Email info@cappmea.com

After submission of the answers, (name and membership number must be included for processing) they will receive the Certificate with unique ID Number within 48 to 72 hours.

Articles and Questionnaires will be available in the website after the publication. www.cappmea.com

DENTAL TRIBUNE Middle East & Africa Edition

Page 7

Remember, an explorer can “feel” a 50-micron marginal gap at best. Bacteria are 1 micron in diameter. The purpose of the Seal and Shine is to fill these areas. Figure 12 shows an occlusal view of the completed Class II composite restoration.

Conclusion

A technique has been described:

1) to control proximal tissue bleeding prior to matrix placement with Expo-syl (Kerr)

2) use a sectional matrix system (Composi-Tight 3-D, Wedge-Wand, Garrison Dental Solutions) and a nanofilled microhybrid composite (Premise, Kerr) to create an anatomically precise proximal surface, and

3) use the Q-Finisher, two bur composite finishing system (Komet USA) to finish then polish with diamond composite abrasives (Komet USA), refining marginal integrity without destroying occlusal anatomical form.

The interproximal surface has been re-created with natural anatomy and has a predictable, anatomically precise proximal surface, and you use the Q-Finisher, two bur composite finishing system (Komet USA) to finish then polish with diamond composite abrasives (Komet USA), refining marginal integrity without destroying occlusal anatomical form.

With proper occlusal and proximal form, this “invisible” direct composite restoration will service the patient for many years to come.
‘Give ongoing direction, guidance and feedback to your team so they know where they stand.’

Don’t be stingy. Give praise often and appraise performance regularly. Verbal feedback can be given at any time, but it is most effective at the very moment the employee is engaging in the behavior that you either want to praise or correct.

Nip problems in the bud and you’ll avoid numerous thorns in your side. If an employee is not fulfilling her/his responsibilities, address the issue privately and directly with her/him. Be prepared to discuss the key points of the performance measurements and those relate to improving the total practice.

Used effectively, employee performance measurements and reviews offer critical information that is essential in your efforts to make major decisions regarding patients, financial concerns, management systems, productivity and staff in your new practice.

Lesson No. 3: Keep your hands in business

Certainly, it doesn’t take long to recognize that there are many hats for the dentist to wear. The hat that says “The CEO” is just as important as the hat that says “The Dentist.” It is critical that you completely understand the business side of your practice.

There are 22 practice systems and you should be well-versed in each of them. If not, seek out training for new dentists. The effectiveness of the practice systems will directly, and profoundly, affect your own success today and throughout your entire career.

For starters, routinely monitor practice overhead. It should breakdown according to the following benchmarks to ensure that it is in line with the industry standard of 55 percent of collections:
- Dental supplies: 5 percent
- Office supplies: 2 percent
- Rent: 5 percent
- Laboratory: 10 percent
- Payroll: 20 percent
- Payroll taxes and benefits: 5 percent
- Miscellaneous: 10 percent

Keep a particularly close eye on staff salaries. Payroll should be between 20 and 22 percent of gross income. Tack on an additional 3 to 5 percent for payroll taxes and benefits. If your payroll costs are higher than that, they are hammering your profits. Here’s what may be happening:
- You have too many employees.
- You are giving raises based on longevity rather than productivity/performance.

The hygiene department is not meeting the industry standard for production, which is 35 percent of total practice production.

- The recall system, if there is one, is not structured to ensure that the hygiene schedule is full and appointments are kept.

Maximizing productivity. Hand-in-hand with practice overhead is production, and one area that directly affects your production is your schedule. Oftentimes, new dentists simply want to be busy, but it’s more important to be productive. Follow these steps to maximize productivity.

First, establish a goal. Let’s say yours is to break $700,000 in clinical production. This calculates to $14,365 per week, not including four weeks for vacation. Working 40 hours per week means you’ll need to produce about $364 per hour. If you want to work fewer hours, obviously per-hour production will need to be higher.

A crown charged out at $900, which takes two appointments for a total of two hours, exceeds the per hour production goal by $86. This excess can be applied to any shortfall caused by smaller ticket procedures. Use the steps below to determine the rate of hourly production in your practice.

The assistant logs the amount of time it takes to perform specific procedures. If the procedure takes the dentist three appointments, she should record the time needed for all three appointments. Record the total fee for the procedure.

Determine the procedure value per hourly goal. To do this, take the cost of the procedure (for example, $900) divide it by the total time to perform the procedure ($900 ÷ 120 minutes). That will give you your production per minute value (= $7.50). Multiply that by 60 minutes ($7.50 x 60 = $450).

Compare that amount to the dentist’s hourly production goal. It must equal or exceed the identified goal.

Now you can identify tasks that can be delegated and opportunities for training that will maximize the assistant’s functions. You also should be able to see more clearly how set up and tasks can be made more efficient.

A career in dentistry is one of the most personally and professionally fulfilling fields you can choose. With the right team, clear leadership and effective business systems, you can enjoy tremendous personal success and lifelong financial security for you and your family.

About the author

Sally McKenzie is CEO of McKenzie Management, which provides success-proven management solutions to dental practitioners nationwide. She is also editor of The Dentist’s Network Newsletter at www.thedentist.net; the e-newspaper Newsletter from www.mckenzie_mgmt.com; and The New Dentist magazine, www.thenewdentist.net. She can be reached at (877) 777-6151 or sallymcke @mckenzie_mgmt.com.