Recipe for success

To develop and grow your practice, you’ll need to adopt the mindset of an entrepreneur as well as a scientist, insists Dr Bhavna Doshi, senior dentist at The Perfect Smile Studios

Most dentists want a successful and profitable dental practice. So why aren’t there more of them around? The problem lies in the fact that when you feel things are going your way, suddenly you face difficulties. Perhaps the number of new patients entering your door reduces or patients fail to continue with your recommended treatment. So why does this happen?

The main purpose of any business, whether it’s a general dental practice, a cosmetic practice or a business in any other industry, is to create and keep patients. Too often, dentists are preoccupied with the basic functioning of a dental business, so they may forget to plan for their success. All functions of the practice should be designed to either create patients (so they don’t take your custom elsewhere), or maintain your existing ones, thus maximising your revenues. It requires having a vision to be successful and setting yourself goals to acquire that vision. Without this strategy in place you may find yourself easily swayed from your mission and you may drift into oblivion. To know exactly where you are aiming, how you intend to get there and what kind of assistance you are going to need to reach your targets.

Boosting clientele

- To provide the best customer service to your patients.
- To build relationships with your patients by listening and understanding their needs.
- To understand all the facets of helping patients to decide to accept recommended treatment.
- To assist in the functioning of the practice systems so that the business has maximised to their full potential.

Business expansion

- A practice remains stagnant in the industry take over.
- Consequential slow or rapid death of the business.
- Growing, growing gone!

If you were to look at all the important functions within a dental practice that are necessary for the practice to survive, they can be concentrated down to four main aspects:

1) Master plan

This requires having a vision to be successful and setting yourself goals to acquire that vision. Without this strategy in place you may find yourself easily swayed from your mission and you may drift into oblivion. You need to know exactly where you are aiming, how you intend to get there and what kind of assistance you are going to need to reach your targets.

2) Management structure

It’s vital to have a good management structure in place to motivate, organise and monitor your team to be able to achieve practice growth. This involves creating an excellent motivated and inspired team. Requirements of a great team:

- To understand their needs.
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It can often be the intervention of a team member, which could become the influencing stimulus for any patient to accept recommended dentistry. This is often because our team members are the first point of contact any patient has prior to seeing a good a dentist. If you are not satisfied with your recommended treatment, you need to set into place carefully worked out strategies and plans for both internal and external marketing media.

Not only do you require a plan of action, but also on how and when you will execute each step of the plan and thereafter you will need monitoring systems. Monitoring your plans is vital to provide you with information on whether something is working or not, so you can make better decisions.

Also, you need to plan to make maximum use of your marketing budget. This is so you can have the maximum exposure to your marketing message as possible using the correct mediums.

Working in harmony

If these fundamental areas of business growth were to be divided into their corresponding subdivisions and worked down to their final systems, you will begin to understand the strategy, which is a change of strategy which either need improving or a change of strategy. This exercise alone will give you the most important insights into what you should do to obtain three-dimensional growth. This type of growth allows you to explode your business in all dimensions.

If you would like further information on any other business growth strategies, email bhavna@theperfectsmile.co.uk.

About the author

Bhavna Doshi is a senior dentist at The Perfect Smile Studios. She has a special interest in smile design dentistry and focuses on practice productivity, management and finance.

If you have enjoyed this article and would like further information on effective time management or any other business growth strategies, please email me at bhavna@theperfectsmile.co.uk