Building an implant business

By Roger P. Levin, DDS

Implant practices are a very diverse group. Many practices “dabble” in implants. Some are more involved but don’t place nearly as many implants as they desire. A select few become purely implant practices.

Although not every clinician wants an implant-only practice, most would love to place more. The best way to do this is to examine the behavior of highly successful implant practices to see how they got that way.

During the last two decades, Levin Group has consulted to many high-end implant practices and guided them to achieve their goals. These Levin practices have the following characteristics in common.

1) Everyone on the staff is well-versed in the benefits of implant dentistry. In many practices, it is only the clinician and/or an implant treatment coordinator who have a complete understanding of how to discuss implants with patients. What is rarely recognized is that other staff members are asked by patients for their opinions. This means that patients are generally seeking validation from other sources before making a decision.

2) All patients are educated about dental implants. There should be a clear set of systems, procedures and scripts to ensure that patients understand all of the benefits of dental implants. Even if patients don’t need dental implants yet, remember that they have family members, friends, co-workers and acquaintances that may.

3) All Levin practices employ an implant treatment coordinator (ITC) once they reach approximately 250 implants per year. Levin Group has found that very few clinicians are able to exceed the 250-300 implant per year range (in group practices this means per clinician) without an ITC. We have found that training an implant treatment coordinator leads to a 30 to 33 percent increase in implant practice production.

Conclusion

Dental implants will change dramatically over the next few years. There will be more competition as more general dentists become involved. We will see breakthroughs in technology and even the expansion of large implant surgery centers. Stay competitive by taking the steps outlined above and enjoy sustained implant growth over the life of your practice!

Trying to decide where to take the implant side of your practice? Implant Tribune readers are entitled to receive a 50 percent courtesy on a Levin Group Practice Potential Analysis™ — a six-step, in-office evaluation designed to identify the true potential of your practice. Call (888) 973-0000 and mention “Implant Tribune” or e-mail customerservice@levingroup.com with “Implant Tribune” in the subject line.

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