Using the Levin Group Method™, the consultant and Hardy will build a step-by-step success plan for his practice. This disciplined approach will address his practice’s core issues, analyze the current systems and provide customized solutions. The Levin Group Method will guide Hardy’s practice to achieve results through a detailed practice assessment, curriculum-based education and expert consulting with measurement and tracking of key performance indicators.

“We are going to transform Dr. Hardy’s practice by implementing proven orthodontic systems that increase practice production with minimal stress,” said Dr. Roger Levin, CEO and chairman of Levin Group. “Especially with a relatively new orthodontic practice, I think he will truly appreciate learning how to run his practice in a best model format so early on in his career.”

The 12-month program consists of three phases with each phase featuring interactive workshops and private conferences to discuss individual practice issues. For Phase I, Hardy and his staff will visit the Levin Group Advanced Learning Institute at Levin Group’s headquarters in Owings Mills, Md. for two days. Through classroom-style lectures, intensive workshops and one-on-one consulting sessions, Hardy Orthodontics will:

• develop a vision for the practice
• learn Levin Group’s Power Cell Scheduling™
• identify the goals the staff wants to achieve during the year-long program
• create a LifeMap™

The one-on-one sessions during Phase I will cover systems documentation and implementation, development of a timeline for implementing new systems and overcoming barriers to implementation.

Before leaving Levin Group and returning to the practice, Hardy and his staff will get some homework based on the practice’s new vision and goals that will require them to document every policy.

Using a deadline-focused approach, the Levin Group consultant will guide Hardy and his team through the completion of their assignments over the next several months. In Phase II of the Total Ortho Success Management program, Hardy’s Levin Group consultant will visit his practice for a thorough in-office evaluation. This assessment will enable the consultant to provide an in-depth analysis of the practice’s operations. He will work closely with Hardy on implementing the necessary high-performance systems.

For his final phase of the 12-month program, Hardy will visit Levin Group again, during which he will receive leadership and communication training and learn about effective human resource systems.

Throughout the year-long program, Hardy will also receive support and guidance through pre-scheduled bi-weekly calls with his Levin Group consultant.

Total Ortho Success — Referral Marketing Program

In order for Hardy’s practice to reach its potential, his office must increase referrals from general dentists and patients. In orthodontics, referrals are a critical element for continued success. He and his staff will engage in Levin Group’s Total Ortho Success — Referral Marketing Program simultaneously with the management consulting program described above.

During this 12-month period, he will work with a separate Levin Group marketing consultant who will provide his practice with customized referral marketing strategies. Levin Group’s professional writing and graphics departments will develop marketing materials to promote Hardy’s office to his patients and referring dentists.

Once his Levin Group orthodontic marketing consultant identifies the practice’s needs and marketing goals, Hardy and his consultant will work together to create a strategic marketing plan.

Hardy will benefit from Levin Group’s marketing systems approach, one that will implement consistent, positive, repeat marketing strategies. According to Dr. Levin, “Cookie-cutter methods of referral marketing do not work, which is why Hardy’s marketing program will be tailored to his practice’s needs.”

Through weekly telephone calls with the Levin Group consultant, the practice’s designated professional relations coordinator (more on that topic in future articles) will implement at least 15 referring doctor and 15 patient referral marketing strategies that virtually assure growth.

This is an exciting time for Hardy and his staff as they take the leap on a year-long journey that is sure to bring positive change to their practice.

Stay tuned!