Women

Experience a combination of premium learning and the fine indulgence of life at a practice management workshop from Aug. 28-30 at the beautiful Villagio Inn and Spa in Napa Valley, Calif. JoAnne Tanner will present “Successful Business Strategies for the Dental Team” and “Providing Outstanding Customer Service.” Joining her will be Scott Donald, former marketing manager for the California Dental Association, who will introduce “The Female Professional Brand.” The fee of $495 includes nine ADA/CERP-accredited hours of continuing education, a welcome dinner reception, a chauffeured afternoon wine tour and a bottle of the area’s chardonnay.

For further details and registration, please e-mail Julia at julia@negkamp@gmail.com.

• The family equation. In a few short years, Shaina is planning on starting a family. For her father, this didn’t cause any disruption with his practice or ability to handle the patient workload. Due to the mere physical process of bearing children, she will need to take time off. Therefore, the need to get another doctor to fill in is essential.

Every orthodontist confronts dozens of challenges daily, but my research shows that most women orthodontists put three basic tasks at the top of their lists:

• Creating productive teams. In general, there is a different dynamic to an orthodontic practice led by a woman. Men tend to try and keep an arm’s length approach by filtering non-treatment-related information to and from the staff through an office manager. On the flip side, women usually like to take more direct control of staff matters and create a more personal approach to managing, creating a more familial relationship where there’s a slight mix of work and one-on-one nurturing and direction. With this special dynamic in mind, the female orthodontist needs to create a team that functions and interacts on a similar level to be productive. Even more importantly is a carefully balanced personality mix that creates trust and functions smoothly together.

• Finding an effective management style. Once a team is assembled, an effective management style needs to be implemented to match both the doctor and the structure of the team. One good tool is using a Forté Communication Style Profile for the doctor and each team member along with Forté Interaction Reports. Forté is a system based on studying individual strengths and how successful people and teams balance and adapt to one another. The system is updated as often as every 30 days, ensuring that as a practice grows and needs change, all relationships continue to grow and patient care remains positive and sustainable.

• Balancing business and family. Although times are changing, most women still take on the majority of family responsibilities. This special dynamic creates a greater burden on top of running a successful practice. When a woman decides to start a family, the physical aspect of pregnancy and childbirth alone will require a great amount of planning and an arrangement for another doctor to treat the patients during times of absence.

Yes, the challenges are different for women, but they are not impossible to handle.

Learn more about the Forté system at www.theforteinstitute.com or get a complimentary profile by e-mailing your name and e-mail address to dentalservices@theforteinstitute.com with Women In Dentistry as the subject.

AD

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Levin Group, in conjunction with Ortho Tribune, is in search of an orthodontic practice that is ready to reap the rewards of a free* year-long orthodontic practice management consulting program.

Especially with the doom and gloom of our economic downturn, all orthodontists need to take a critical look at their practice and take proactive measures to stay on a positive growth track.

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This free one-year management makeover will be a customized approach based on the selected orthodontic practice’s unique needs, goals and potential.

As orthodontists, you know the importance of having the right business systems in place. So ask yourself, when was the last time you took a close look at your practice’s systems?

Levin Group Orthodontic Practice Power MAKEOVER

And keep in mind, the systems that worked well early on in your practice are not the systems that will take you to the next level of growth. Growth is always within your reach — even in this weak economy. The Levin Group Orthodontic Practice Power Makeover may just be the answer to achieving your dream practice!

All Ortho Tribune readers will benefit from the Levin Group Orthodontic Practice Power Makeover as the winning orthodontic practice’s 12-month journey will be pro-filed throughout the entire process. Updated articles every few months will highlight how the Levin Group consultants and the orthodontist work together to achieve the desired results. These articles will get you thinking about ways you can start on your own practice power makeover!

How do you enter to win this opportunity of a lifetime? Visit www.levingroup.com and click on Levin Group Orthodontic Practice Power Makeover on the homepage to access the online entry form. Deadline for entries is Sept. 30. Good luck!

* Winning practice receives a free, one-year Levin Group orthodontic management consulting program. Travel expenses for Levin Group consultants and orthodontist during the year-long program are the responsibility of the orthodontic practice.

**About the author**

Joy Moeller is a certified orofacial myofunctional therapist and a licensed registered dental hygienist. She is in private practice in Pacific Palisades and Beverly Hills, Calif. Moeller is a former associate professor at Indiana University School of Dentistry and an ongoing guest lecturer at USC, UCLA and Cerritos College. She attended the Myofunctional Therapy Institute in Coral Gables, Fla., and the Coulson Institute in Denver, Colo., and studied with Dr. Mariano Bocachado, Santiago, Chile, on head and neck posturing. She is a founding member of the Academy of Orofacial Myofunctional Therapy and has taught courses at USC, the Gutenberg University and Freiberg University, both in Germany, among other locations.

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