The economy is not strong. This is no surprise to anyone. The problem is that orthodontists do not typically receive training in business, much less on how to deal with a slow economy.

Levin Group’s expert solutions have helped orthodontists grow their practices by 15 percent or more regardless of the economic conditions.

The following action steps are critical components of our Total Ortho Success™ — Management and Referral Marketing consulting programs. These practice management principles, when properly implemented, can make the difference between steady decline and continual growth.

Replace outdated systems

The right systems mean the difference between growth and decline. Implementing high-performance systems results in expanded scheduling capacity, increased starts, decreased no-shows and reduced accounts receivable, to name just a few.

Updated systems are your best defense against a fluctuating economy. If you are experiencing a slowdown, there is no better time to replace outdated systems than right now.

Implement an explosive referral marketing program

Referral marketing is the best way to grow your practice in this, or any, economy. Levin Group clients use a system called The Science of Referral Marketing™ that directs a minimum of 15 targeted strategies at both referring dentists and patients.

In good economic times, you may be able to do well with a majority of referrals coming from patients. However, in a downturn, that single strategy can lead to a precipitous drop in starts and production.

Highly successful practices receive a steady stream of referrals from both dentists and patients. These offices also run strong community programs that create awareness about the practice in local schools.

Develop your team

Your staff is a key factor in practice success. Many orthodontists are not investing in staff training due to the economy. This is a mistake. A strong team increases efficiency, boosts production and lowers stress.

Even though we’re in a tight economy, don’t put off team training. It’s an investment that pays dividends immediately and for the long-term.

Conclusion

It’s time to start growing your practice again! Our Total Ortho Success clients continue to experience robust growth by using these action steps.

Don’t let the recession stop you from reaching the next level! Be stronger, work smarter, practice better!

Ortho Tribune readers are entitled to receive a 20 percent courtesy on Dr. Roger Levin’s next Total Ortho Success™ Seminar being held Oct. 8–9 in Cambridge, Mass.

To receive this courtesy, call (888) 973-0000 and mention “Ortho Tribune” or e-mail customerservice@levingroup.com with “Ortho Tribune Courtesy” in the subject line.

Dr. Roger P. Levin is founder and chief executive officer of Levin Group, Inc., the leading orthodontic practice management firm. Levin Group provides Total Ortho Success™, the premier comprehensive consulting solution for lifetime success to orthodontists in the United States and around the world. A third-generation dentist, Levin is one of the profession’s most sought-after speakers, bringing his Total Ortho Success Seminars to thousands of orthodontists and ortho professionals each year.

For more than two decades, Dr. Levin and Levin Group have been dedicated to improving the lives of orthodontists. Levin Group may be reached at (888) 973-0000 and customerservice@levingroup.com.