Applications in for Levin Makeover contest

This past summer, Levin Group and Ortho Tribune embarked on the first Levin Group Orthodontic Practice Power Makeover contest. Applications streamed in until the Sept. 30 deadline. The response was overwhelming with just over 100 applications from orthodontists all vying for the chance to win a free year-long Levin Group Total Ortho Success management and marketing consulting program. Check out next month’s issue of Ortho Tribune to find out the winning practice!

The applicants ranged from orthodontists just starting their own practice to seasoned veterans. One message came through loud and clear: A makeover will be necessary at different points during the life of your practice. Evaluating your practice on a regular basis to determine strengths, weaknesses, opportunities and threats is critical to a practice’s ability to reach its growth potential.

It is important to take a close look at your systems and make sure they are helping the practice run efficiently and profitably. Every orthodontist wants to reach financial independence, and your practice is the best investment to get you there. The Levin Group Orthodontic Practice Power Makeover applicants recognized the need for a makeover and shared their reasons for wanting one.

Many had interesting stories to tell. Some were experiencing serious challenges. One orthodontist is the new guy in town. He bought the 25-year old practice from someone who did very little to help him establish relationships with his best referral sources. Competition is fierce, and he is seeing an alarming decline in new patients coming through the door.

Another doctor discovered his office manager had embezzled money from the practice for a full year, forcing him to borrow money just to keep the practice going. Now he is worried his practice is at risk of completely falling apart.

A number of orthodontists with concerns over family friction in the practice applied for the makeover. A father and son or daughter working together to build a practice can be a wonderful experience, but it also poses challenges.

Others who applied are doing quite well, even enjoying practice growth, but as one doctor eloquently put it, “We are an example of doing all of the right things the wrong way.” Another high-powered practice says it has a great team but is “stuck” in a smaller practice model inherited from the practice’s previous owner.

Across the board, the applicants listed the following as their top goals of the makeover:

- practice growth and increased profitability
- less stress
- more cohesive team
- higher conversion rate

Stay tuned for continuous coverage on the Levin Group Orthodontic Practice Power Makeover in Ortho Tribune. In addition to regular updates on how the winning orthodontic practice progresses over 2009, we also will share some of the common threads as noted on the applications as well as Levin Group’s Total Ortho Success strategies for jumpstarting your own makeover.