



# WHAT YOU CAN DO TO ENSURE GROWTH AND PROSPERITY IN 2013/'14

BY DR. STEFFANY MOHAN

I was recently challenged to develop my success formula for achieving growth and ensuring that all of my team members are healthy, happy, and secure in their jobs, and that includes me. To explain to others my vision for the practice, my goals, and how we'll achieve them in 2013, I've identified five key things we do that have led to our success, and how I've applied these key things to my business plan for 2013 and '14. As you move further into 2013 and look ahead to next year, there are things that you can do to realize growth and prosperity.

## ATTRACT NEW PATIENTS

We have a goal to bring in 100 new patients per month, every month, and we've been doing this for the past seven years running. We bring in new patients in a way that ensures that we are a fit for them and them for us. We help them get the care that they need and want.

## DELIVER CARE THE COMMUNITY NEEDS

We also have a mission to ensure that patients with certain needs in our community are receiving care as well as we can possibly provide it. In other words, we are confident that we can take excellent care of patients who visit our practice. We offer services that are not readily available in our community, and we promise our patients that we will take care of them. No matter what, we are with them in their care.

## WORK AS A TEAM

With systems in place and team effort, we do this without making the practice crazy and chaotic, but by sustaining the health of our practice. We strive for lead-

ership, integrity, and quality — the same qualities that I'm sure my colleagues aspire to demonstrate. We train and prepare to treat patients through ongoing clinical continuing education and practice building, just as we would if we were performing on a stage.

#### **DO WHAT YOU LOVE, AND WHAT OTHERS WILL LOVE YOU FOR**

This may sound simplistic to dentists (and crazy to others), but my business plan involves choosing an area in dentistry that really appeals to me, learning as much about it as possible, and then implementing it into my practice. Key to this endeavor is ensuring that what I choose has the capacity to create a huge positive impact in my patients' lives. Additionally, the focus should be something fun and rewarding that everyone enjoys. This can be easily achieved when the results of care and positive patient outcomes alone make practice services enjoyable.

#### **TARGET YOUR MARKET; THEN MARKET TO YOUR TARGET**

Positioning the practice is something most dentists might never have time to think much about. I'm constantly planning for the long-term health of my practice, so I think about it constantly. What do we do, and how do we do it, so that the patient perceives it as something they can't get anywhere else?

Many marketing consultants advise dentists to pick a niche area in dentistry and market those services. I agree, but I've kicked it up a notch by saying choose something that you can become extremely passionate about and that can also make a life-changing difference to your patients.

To demonstrate how these five activities influenced my practice business plan and decisions for 2013, let me describe what our practice has implemented this year.

We decided to incorporate a state-of-the-art system for assessing and treating patients who couldn't find long-lasting relief elsewhere (TruDenta, Dental Resource Systems, Inc., Ft. Lauderdale, Florida, [www.DRSdoctor.com](http://www.DRSdoctor.com)). This enabled us to accomplish two of five activi-

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ties in my plan — provide care needed in the community, and focus on a target or niche market. According to the statistics, an estimated 80 million Americans could benefit from this care.

Not many dentists have tackled chronic or migraine headache issues because there has never been a predictable protocol for relieving these patients of their symptoms in a dental office. Dentists often referred to a physical therapist or other medical professional to assist with a patient's care, or in many cases, prescribe a lifetime of orthotic use.

I had no idea how many people in the U.S. suffer from headaches on a daily, weekly, or monthly basis. These are not simply "my head sort of hurts today" headaches, but debilitating or recurring headaches. I learned that several of my team members suffered from these headaches. They didn't complain about them, and I had never asked.

In our practice, we have been able to provide approximately 95% of chronic headache and migraine sufferers with relief in 90 days or less without referring them to others. You can imagine the grateful reactions we receive from those patients when they experience true relief from their headaches in a few visits, often for the first time since they can remember. Not surprisingly, we're able to do something we love, and that

our patients love us for, and that also enables us to attract new patients to our practice who are in need of this care.

When I say "us," I mean my entire team. That's because this systematic approach to care involves everyone in the practice — office staff, dental assistants, dental hygienists, and me. It is this aspect of the system that rounded out the five core activities of my business plan, enabling us to work as a team after we'd all been extensively trained.

#### **CONCLUSION**

The potential economic impact of adding this therapy to a dental practice is significant. My conservative prediction is that we can add \$300,000 to \$500,000 in added production and collections to our practice in the next 12 months based on our initial success with the TruDenta system. After that, we should be able to grow more because there are so many headache and migraine sufferers, and there are predictions that stress will increase for people in the U.S. in the next few years.

This is not an area of dentistry that will decline anytime soon. To put the potential patient demand for this care in perspective, note that in a typical month, Americans search the terms TMJ, TMD, tinnitus, and migraines on Google about 1,535,000 times, compared to 469,000 searches for cosmetic dentistry, implants, and veneers. Therefore, if you want to develop a strategy for ensuring the short- and long-term success of your practice, consider the steps I've taken, as well as providing a new type of care to patients desperately in need of lasting relief. It could be your pathway to success in 2013 and beyond. **DE**



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TMD patients, and does 6 Month Smiles and Invisalign. Email her at [steffmohan@gmail.com](mailto:steffmohan@gmail.com).