

Simple Steps to the Million Dollar+ Practice in Three Years – From Scratch

1. Design your office for a minimum of five operatories
2. Equip two operatories and staff with one administrative and one clinical assistant.
3. Market, market, market – heavy external marketing
4. Within six months equip the third operatory as a hygiene room and have a hygienist who progressively works from one to four days per week.

5. Production at the end of year one assuming working 190 days per year should be:

Doctor	\$2500 per day
Hygiene	<u>\$1250 per day</u>
Total	\$3750 per day

Monthly production now at \$59,375 or the annual equivalent of \$712,500

All exams are credited to hygiene.

6. Add a second clinical assistant who also helps the administrative area.
7. During year two, equip the fourth operatory as a second hygiene room and add a hygiene assistant.
8. Market, market, market – both internal and external.
9. By the end of year two, assuming 190 working days per year, the practice production should look like this:

Doctor	\$3000 per day
Hygiene	<u>\$1875 per day</u>
Total	\$4875 per day

Annualizing at \$926,250 or \$77,188 per month.

10. Market, market, market – heavy internal and external
11. Add a second full time administrative assistant and divide the duties so that you have a scheduling coordinator and a financial

coordinator. Anything related to filling the schedule is the schedule coordinators responsibility, anything related to money is the financial coordinators responsibility. Cross train

12. Overhead should now be at 60%.
13. Equip the fifth operatory and progressively increase the working days of a second hygienist.
14. Market, market, market – heavy internal, lighter external.
15. Active patient files at the end of the year three should be a minimum of 1200-1300. Active patient files are defined as patients with a scheduled appointment in hygiene.
16. By the end of year three, now working 185 days per year, production should look like this:

Operatory	\$4000 per day
Hygiene	<u>\$3000 per day</u>
Total	\$7000 per day

Annualizing at \$1,295,000 or \$107,917 per month

Overhead should be no more than 60% giving gross doctor income, before taxes and loan principal repayments, of \$492,000.

Key Ingredients for Success

1. Hardworking, committed doctor who takes direction from his or her coach.
2. Highly flexible and quick to act.
3. Committed to excellence in all areas of the business and his or her personal life.
4. Delegates to a trained, motivated staff who are well compensated and incentivized.
5. A clear vision and purpose that drives the team to excellence.
6. Focused on growth.

