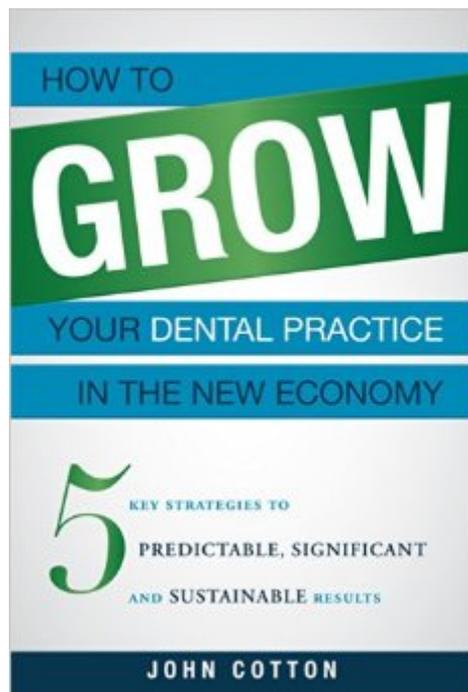


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# How To Grow Your Dental Practice In The New Economy: 5 Key Strategies To Predictable, Significant And Sustainable Results



## Synopsis

WANT TO GROW YOUR PRACTICE IN THE NEW ECONOMY? Examine what you are doing today and diagnose the best treatment for your practice moving forward. You know the Great Recession created big problems for many dentists. It exposed dental practices to inefficient and ineffective processes, protocols and skills that suppressed production growth. The problem areas, primarily, are: No-shows and cancellations, fewer new patients and referrals, and fewer cases completed. There is no leeway in today's dental practices for operational inefficiencies. Inside these pages, you'll discover the 5 key strategies to predictable, significant and sustainable results! 1. HOW to create consistently exceptional Patient Experiences 2. WHY a Strategic Plan is a must have • to predict your future 3. HOW to Fill-the-Schedule and keep it full 4. CASE Completion, not case acceptance: the magic wand to big increases in production 5. HOW to Lead your team to Performance, instead of managing work

## Book Information

Paperback: 128 pages

Publisher: Advantage Media Group; 1 edition (May 19, 2014)

Language: English

ISBN-10: 1599324857

ISBN-13: 978-1599324852

Product Dimensions: 6 x 0.3 x 9 inches

Shipping Weight: 5.6 ounces (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars See all reviews (6 customer reviews)

Best Sellers Rank: #1,253,011 in Books (See Top 100 in Books) #62 in Books > Medical Books > Dentistry > Dental Office Practice #389 in Books > Textbooks > Medicine & Health Sciences > Dentistry > General #3130 in Books > Business & Money > Processes & Infrastructure > Strategic Planning

## Customer Reviews

I saw the glowing 5-star reviews and figured this would be a great read to help me grow the practice I acquired last week. I've read many books on the business side of dentistry and I'm never a big fan of the authors who are trying to sell something. The two best dental books I've read were both by authors who provide consulting services, but they didn't push it in the book. If I wanted a consultant, I would search for one. If I wanted to try to implement practical solutions into my office, I would buy a book. Unfortunately, I bought a book and got a 125 page long advertisement for Dental Team

Performance. The following is written in the book at the end of every single chapter: "Your patients win, your team members win, and you win. Discover how you can [implement this chapter's point] in your practice by visiting [web address] or calling [phone number]." The sales pitch gets old. When I read a book by an author who happens to be a consultant, I will seek them out if I need their services. A simple page at the end of the book with their contact information would suffice. While there were some ideas I could implement, I don't recall anything too original. Mr. Cotton left me hanging for most of the book. For example, on page 49 he says, "I see practices where any team member with an extra few minutes of time is expected to help with recall. It's all hands on deck to fill the schedule... But wait! Why would you waste a perfectly good name on the recall list with a team member who has less than adequate telephone skills?" After reading that, a light went on in my head and I was excited to hear what he had to say about phone skills when it comes to recalls.

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