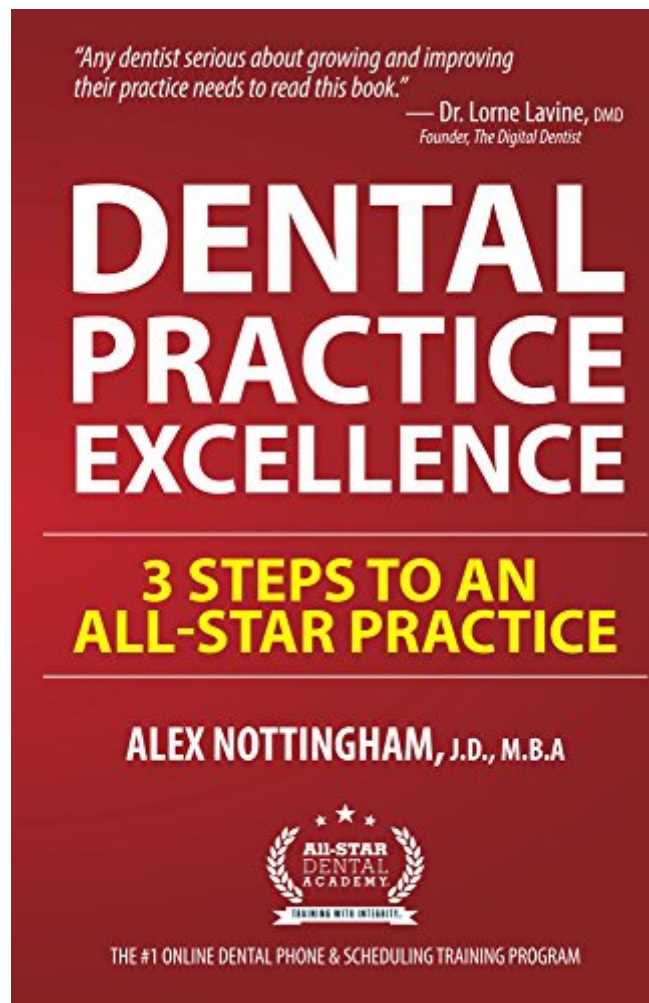




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Dental Practice Excellence: 3 Steps To An All-Star Practice



Synopsis

Understand the business forces working to keep you from unlocking your dental practice's true potential.

Book Information

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Customer Reviews

Dental Practice Excellence was an amazing read! It teaches you what is important and what steps to take to grow your practice and better train your staff all at the same time. It provides a new outlook on what your crucial first steps should be, and where to start might surprise you. In the book *Dental Practice Excellence*, it is suggested that the silent killer for private dental practices is lack of competence. In order to meet the expectations of your patients (or prospective patients) you must exceed your expectations of yourself, along with your staff. To do that, Nottingham suggests thinking from the prospective of your patients; "Given all of the other options open to me as a patient, why should I choose you as a dentist?" In order to grow your business, you must be able to answer this, and more importantly, deliver on it, aka "practice what you preach." It all comes down to training. When a potential patient (or existing) is looking for a dentist, the first person they are going to talk to is the

business office team member who answers the phone. This person must be properly trained and knowledgeable about all operations of the business. They must be able to answer questions and engage with them and most importantly know how to ASK FOR THE APPOINTMENT. Recognizing the value in investing in your people is a huge step to growing your business. Some say their people are not interested and so it is a waste of money. Well, the answer to this problem is simple, you have the wrong people. You must find those who are motivated and want to make a difference. A highly trained staff will lessen the reliance on marketing and insurance reimbursement that some believe to be the only true way to grow your business. All of this and more can be learned with a quick and easy read of this book. I highly recommend to anyone who is trying to grow their practice and doesn't quite know which steps are crucial and what can be saved for later.

Great book for any dentist

Great book. A must read for dentists and their staff!-Maryann (Charlotte, NC)

Dental Practice Excellence is an amazing book! It's filled with really helpful and easy to implement information for every type of dental practice. I love that it preaches a service based approach with patients - something that is much needed in today's fast paced world. This shows dentists how there are easy fixes that they can improve right away in their dental practice to not only survive, but thrive! It's a very easy read but each page boasts valuable information. I highly recommend it to anyone looking to grow their practice!!

Alex not only knows how to take a Dental practice to the next level, he knows how to make sure his readers have clear directions on how to make it happen for themselves. He does an excellent job making success practical. I would have every dental office team member read this book and each month have a team meeting to review, take action and implement ideas learned.

You probably don't even realize how much money your practice is losing! If you suspect your practice should be doing better, pick up this book. Great practical advice to find your weak points and stop the hemorrhage. A quick read, important information and real-world advice!

Dental Practice Excellence is an eye opener! Alex Nottingham clearly and concisely spells out how to drastically improve your bottom line. What a fantastic resource for dentists everywhere!

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