

# Dental Practice Startup Guide 2024

**STAGED**  
DENTAL COACHING

## Thinking about launching a practice in 2024?

**This comprehensive guide outlines every stage of starting and operating a thriving dental practice, from the initial idea to the grand opening and beyond.**

Starting or buying an existing dental practice can be an exciting and rewarding venture. However, it can also be a daunting task, especially if you are new to the business world. To help you get started on the right foot, we have curated a detailed list of the key steps to take when launching into starting your own dental practice.

**[DEVELOPED BY STAGED DENTAL COACHING](#)**

## About Staged Dental Coaching

Staged Dental Coaching is an innovative and bespoke service designed to support dental professionals through every phase of their career journey. With a range of tailored services, this coaching platform specialises in assisting dentists and dental teams to achieve excellence in patient care and practice management from start-up to growth.

**Starting or Buying a Practice:** For those at the beginning of their dental journey, Staged Dental Coaching offers comprehensive support to navigate the complexities of establishing a new practice. From managing essential tasks to providing administrative assistance and expert guidance, the service ensures a successful and timely practice opening.

**Growing Your Business:** Recognising that every dental practice is unique, Staged Dental Coaching delivers personalised coaching sessions. These are crafted to enhance leadership, develop team culture, and optimise operations to tackle specific challenges and foster practice growth.

**Creating Your Dream Team:** The service extends to conducting specialised team training workshops aimed at revitalising and upskilling dental teams. These sessions are customised to the team's dynamics, facilitating improved collaboration and contributing to the practice's success.

### About the Coach – Rebecca VanZutphen

Affectionately known as Becks, your guide and mentor at Staged Dental Coaching. With over 22 years of dental industry experience, Becks brings a practical and personable approach to coaching and training teams. Her dynamic methods and a profound understanding of patient engagement have helped countless dentists elevate their careers, and it can do the same for you.

With qualifications that span across dental assistance, practice and business management, coaching, and training – and as a co-founder of [AirSmile](#) – Becks is committed to sharing her extensive knowledge through engaging one-on-one coaching and team workshops that are not just informative; they empower dental professionals to immediately apply new skills and enhance their patient care. At Staged Dental Coaching, led with expertise and passion, we're dedicated to seeing you succeed. Whether you're taking the first steps in your dental career or seeking to scale new heights, we're here to support you at every stage.

# Expert support to get you to the next stage in your dental career.

Comprehensive Start-Up Support

Customised Growth Strategies

Targeted Team Training Workshops

Flexible Afterhours Services

Tailored One-on-One Coaching

Business Administration Support

## Contact Rebecca



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# Stage 1: Build the Foundations

The first step in any successful practice start-up is planning and setting up the financial foundations of the business. This stage involves defining the entire project and setting clear goals and objectives. It also involves identifying the resources required to complete the project, such as personnel, time, and materials. During the planning and set-up stage, it is important to consider potential risks and develop contingency plans to address them. Effective communication and collaboration with key business professionals such as an accountant, broker and suppliers are crucial during this stage to ensure you are moving in the right direction. A well-planned project sets the foundation for success and helps to ensure that the project is completed on time and within budget.

## Develop a Business Plan

Outline practice vision, services offered, target market, and financial projections.

A well-crafted business plan is essential to the success of any practice. It serves as a roadmap for the future and provides a clear direction for the business. The business plan should include a practice vision that outlines the overall goals and objectives of the practice. It should also detail the services that will be offered and the target market that the practice will serve. In addition, the financial projections should be included, which will help to determine the financial feasibility of the business. All of these elements are crucial in developing a successful practice and will ensure that the business is well-positioned for growth and success in the long-term.

## Financial planning and budgeting

Create a detailed budget covering startup costs, operating expenses, and revenue forecasts.

Financial planning and budgeting are essential components of any successful business venture. The process of creating a budget involves analysing startup costs, operating expenses, and revenue forecasts. This helps to identify potential financial risks and opportunities, allowing for effective decision-making and resource allocation. A detailed budget can also serve as a roadmap for financial management, helping to ensure that the business stays on track and within its means. Whether you are starting a new practice or purchasing an existing one, taking the time to create a comprehensive budget can help to ensure financial stability and long-term success.



## Legal structure and business registration

Decide on a business entity (LLC, partnership, etc.) and register the business.

When starting a business, it is important to carefully consider the legal structure and registration process. Choosing the right business entity, such as a limited liability company (LLC), partnership, or corporation, can have significant implications for taxes, liability, and management. It is recommended to consult with a lawyer or accountant to determine the best option for your specific business.

Once you have decided on a business entity, the next step is to register your business with the appropriate government agencies. This typically involves filing paperwork with the state where your business will be located and obtaining any necessary permits or licenses. It is important to ensure that you comply with all legal requirements to avoid potential fines or legal issues down the road.

In addition to registering your business, it is also important to obtain any necessary trademarks or copyrights to protect your intellectual property. This can help prevent others from using your business name, logo, or other branding elements without your permission.

Overall, taking the time to carefully consider your legal structure and registration process can help set your business up for success and ensure that you are operating legally and responsibly.

## Plan for taxes and financial reporting

Understand tax obligations and plan for regular financial reporting.

As a responsible and organised business owner, it is important to understand your tax obligations and plan accordingly. This means not only knowing when taxes are due, but also understanding the various forms and deductions that may be available to you. It is also important to keep accurate financial records throughout the year, so that you can easily and efficiently complete your tax filings and financial reporting. By staying on top of your taxes and financial reporting, you can avoid costly mistakes and penalties, and ensure that you are meeting all of your legal and financial obligations in a timely and efficient manner. Ideally, hire a bookkeeper and accountant with experience working with dental practice owners to ensure they can advise you best on your finances specific to the dental industry.

## **Set up a business bank account and accounting system**

### **Open a bank account and select accounting software.**

Setting up a business bank account and accounting system is an essential step for any entrepreneur. It's important to keep your personal and business finances separate, so opening a dedicated bank account for your business is a wise decision. Research different banks and financial institutions to find the one that best suits your needs, whether it's a traditional bank or an online-only institution.

In addition to a bank account, you'll need to select an accounting software to help you manage your finances. There are many options available, from simple spreadsheets to more advanced software with features like invoicing, expense tracking, and payroll processing. Consider your budget and your specific business needs when choosing your accounting software.

Once you have your bank account and accounting software set up, make sure to keep accurate records of all your business transactions. This will not only help you stay organised but also ensure that you're prepared for tax season. With a solid financial foundation in place, you'll be better equipped to manage your business finances and make informed decisions for the future.

## **Choose a practice location and purchase or lease**

### **Research demographics, competition, and accessibility to select an ideal location.**

Choosing the right practice location is essential for the success of any business, and dental practices are no exception. Before setting up a new dental practice, it is important to research the demographics of the area, the competition, and the accessibility of potential locations.

Demographics can provide valuable information about the population of the area such as age, income level, and education level. This information can help a dental practice to tailor their services to the needs of the community, and to create marketing strategies that will be effective. Competition is also an important factor to consider when choosing a practice location.

Researching the number of other dental practices in the area, their services, and their reputation can help a new practice to better understand the market and to differentiate itself from competitors.

Finally, accessibility is another factor that should not be overlooked. A dental practice should be located in a convenient location that is easy for patients to get to, with ample parking and good public transportation links.

To ensure the success of your dental practice, it's important to take the time to research and select the ideal location. Once you've found the perfect spot, you can then proceed to purchase or lease the property that best suits your envisioned practice.

# Stage 2: Build your Brand

## **Create a strong brand identity that resonates with your target patient and sets you apart from local competitors.**

One key aspect of brand development is defining your brand's personality. This involves determining the tone, style, and voice that your brand will use in all of its communications. Your brand personality should be consistent across all channels, from your website and social media profiles to your marketing materials and customer service interactions.

Another important step in brand development is creating a brand strategy. This includes identifying your target audience, understanding their needs and preferences, and developing messaging and positioning that speaks directly to them. Your brand strategy should also outline your brand's unique selling proposition (USP), which sets you apart from your competitors and highlights the value you provide to your customers.

Brand development is a complex process that requires careful planning, research, and execution. By investing in brand development, businesses can create a strong and memorable brand that resonates with their target audience and helps them achieve their goals.

A good place to start is by completing a Business Model Canvas.

The Business Model Canvas is a strategic management tool that helps entrepreneurs and business owners to visualize, analyze, and develop their business model. It consists of nine key elements, including customer segments, value proposition, channels, customer relationships, revenue streams, key resources, key activities, key partnerships, and cost structure. By filling out each of these elements, you can gain a better understanding of your business, identify potential challenges, and develop strategies to overcome them. The Canvas is also a great tool for communicating your business ideas to others, such as investors, partners, and employees.

## **[Download a Business Model Canvas Template](#)**

## **Define your values and mission**

**Establish a clear mission statement and core values your team can align with.**

Having a clear mission statement and core values is crucial for any successful team. It sets the tone for the team's goals and objectives, and provides a clear direction for all team members to follow. The mission statement should be concise and focused, outlining the team's purpose and overarching goal.

In addition to the mission statement, defining core values is equally important. Core values are the fundamental beliefs that guide the team's behavior and decision-making. These values should align with the team's mission and promote a positive and inclusive team culture.

Once the mission statement and core values are established, it's important to communicate them clearly to all team members. This can be done through regular team meetings, training sessions, or even displaying them in a prominent location in the team workspace. By consistently reinforcing the team's values and mission, every member will be aligned towards achieving the team's goals and working collaboratively towards success.

## Define brand identity

Establish a unique brand name, logo, and color scheme.

A brand identity is a crucial element of any successful business. It is what sets your company apart from your competitors and helps your customers identify and remember your brand. To establish a brand identity, you need to create a unique brand name, logo, and color scheme that aligns with your company's values and mission. Your brand name should be easy to remember and catchy, while your logo and color scheme should be visually appealing and recognisable. Once you have established your brand identity, it is important to consistently use it across all your marketing materials, including your website, social media, and advertising campaigns. This will help build brand recognition and loyalty among your target audience, ultimately leading to increased sales and revenue.

## Develop branding materials

Create business cards, brochures, and office signage.

Branding materials are essential for any business as they help in establishing brand recognition and increasing brand loyalty. Business cards are a must-have for any business owner as they serve as a convenient way to share your contact information with potential clients or customers. Brochures, on the other hand, can be used to provide detailed information about your products or services. They can also be distributed at events or left in public places to attract new clients. Finally, office signage is an effective way to make your business easily identifiable while also adding a professional touch to your workspace. When designing your branding materials, it's important to keep your brand's colors, fonts, and overall aesthetic in mind to ensure consistency across all materials.





## Online brand presence

Ensure brand consistency across website and social media platforms.

In today's digital age, having a strong online brand presence is crucial for any business to succeed. With the majority of consumers turning to the internet to research and purchase products or services, it is important to make sure that your brand is consistent across all online platforms. This includes your website and social media accounts.

Your website should reflect your brand's tone, messaging, and visual identity. It should be easy to navigate and provide users with a seamless experience. Similarly, your social media accounts should also be consistent with your brand's messaging and visual identity. This means using the same color scheme, fonts, and language across all platforms.

By ensuring brand consistency across your website and social media platforms, you can build trust with your audience and increase brand recognition. This can lead to increased engagement, more website traffic, and ultimately, more patients. So take the time to assess your online brand presence and make any necessary adjustments to ensure that your brand is consistent across all platforms.

## Brand messaging

Create a brand message that resonates with your target audience.

To create an effective brand message that resonates with your target audience, it's important to understand who your audience (ideal patient) is and what they value. Consider their demographics, psychographics, and buying behaviors. What problems or challenges do they face that your business brand can solve? What unique benefits or values does your brand offer that your competitors don't?

Once you have a clear understanding of your audience and value proposition, craft a message that speaks directly to them in a way that is memorable, authentic, and emotionally compelling. Use language and tone that aligns with your brand personality and values. Keep it simple, clear, and concise. And remember to consistently communicate your message across all channels and touchpoints to build brand awareness and loyalty over time.



**BUILD YOUR BRAND**

# Stage 2: Get Compliant

After establishing a well-structured and clear strategic plan to ensure you open the doors as planned, the next step is ensuring compliance. This involves making sure that everyone involved in the project understands and follows the established guidelines and you have the necessary approvals to begin seeing patients on your first day of operation.

To open a dental practice in Australia and New Zealand, various types of compliance, licenses, and permits are required, including:

- **Registration with the Dental Board of Australia:** Mandatory for all practicing dentists and dental practitioners.
- **Professional Indemnity Insurance:** Required for registration and practice.
- **Radiation License:** For practices using radiography equipment.
- **Infection Control Compliance:** Adherence to national infection control guidelines.
- **Business Registration:** Registering your practice as a legal business entity with the Australian government.
- **Local Council Permits:** Depending on the location, local council permits may be needed for certain business activities.
- **Compliance with Australian Health Practitioner Regulation Agency (AHPRA) Guidelines:** Ensuring all practices and practitioners meet AHPRA standards.
- **Workplace Health and Safety Compliance:** Adhering to Australian workplace health and safety laws.
- **Obtaining a Medicare Provider Number:** A Medicare provider number is essential for a dental practice to offer services that are eligible for Medicare benefits in Australia.
- **Acquiring a Prescription Number:** This number is required for writing prescriptions and is essential for the legal and regulated dispensing of medication to patients in Australia.
- **Waste Management Compliance:** Proper disposal of medical and hazardous waste according to regulations.
- **Privacy Compliance:** Adherence to the Australian Privacy Principles for patient data.
- **Obtaining a Music License for Public Performance:** In Australia, if you play music in a public setting, such as in a dental practice waiting room, you need to obtain a music license. This is usually managed by two organisations: APRA AMCOS and PPCA. APRA AMCOS represents songwriters, composers, and publishers and handles the rights for the musical works and lyrics. PPCA represents recording artists and record labels and covers the rights for recorded music. These licenses are essential for legally playing music from CDs, radio, or streaming services like Spotify or Apple Music in your practice.
- **License for Broadcasting Television:** If you plan to have a television in your practice's waiting room or elsewhere, you may also need a broadcasting license. This license is required if you are going to show television broadcasts or streaming services that are publicly available. It ensures compliance with broadcasting and copyright laws in Australia.

Each state or territory in Australia might have additional specific requirements. New Zealand also varies in its requirements. It's important to research and ensure all relevant compliance and licensing are in place before opening your dental practice to avoid fines or an impact in clinical operations.

## Obtain necessary licenses and permits

Research state-specific dental practice licenses and local business permits.

Starting a dental practice can be both exciting and overwhelming. One of the most important steps you need to take is to obtain the necessary licenses and permits. You will need to research the specific requirements for obtaining a dental practice license in your state, which may include completing certain educational and training requirements and submitting an applications. Additionally, you will need to obtain any required local business permits, which may vary depending on your location and the type of practice you plan to open. It is important to ensure that you have all the necessary licenses and permits in place before opening your practice to avoid any legal issues or fines down the line.



## Comply with Australian and New Zealand health and safety regulations

Working in Australia and New Zealand requires adherence to strict health and safety regulations.

These regulations are designed to protect workers from harm and ensure that workplaces are safe and hazard-free. It is important to comply with these regulations to mitigate the risk of accidents and injuries that can result in lost work time, expensive medical bills, and even fatalities. Employers have a legal obligation to provide a safe working environment, and employees have a responsibility to follow the guidelines and procedures provided by their employer. Contact your state workplace health and safety regulator for further information and business requirements.

## Dental board certification and compliance

Ensure your clinicians are certified and adhere to state dental board regulations.

Dental board certification and compliance are essential to ensure that dentists are providing quality care to their patients. Certification indicates that a dentist, or other oral health clinicians you hire, has met certain educational and training requirements and has successfully passed a series of exams. Adhering to state dental board regulations ensures that dentists are following best practices and ethical guidelines in their practice. This includes maintaining patient privacy, proper use of clinical equipment, the ab and providing accurate billing practices. Dental board certification and compliance help to protect patients and ensure that they receive the highest level of care from their dentist.

## Insurance requirements

Obtain malpractice, liability, property, and workers' compensation insurance.

When starting a dental practice, it is important to consider the various risks involved and take measures to protect yourself against them. One of the most important steps in this process is obtaining insurance coverage. Depending on the nature of your business, you may need to obtain different types of insurance.

Malpractice insurance is one that is required for practice owners and their clinicians. This type of insurance provides coverage for claims of professional negligence or errors.

Liability insurance is essential for any business that interacts with the public, whether it's a retail store, a restaurant, or a service provider such as a dental practice. This type of insurance protects you from claims of bodily injury or property damage caused by your business activities.

Property insurance is necessary to protect your business assets, such as your building, equipment, and inventory. This type of insurance covers losses caused by fire, theft, vandalism, and other types of damage.

Finally, workers' compensation insurance is required by law in most states for businesses that have employees. This type of insurance provides benefits to employees who are injured on the job.

By obtaining these types of insurance coverage, you can help protect your business and yourself from potential financial losses due to unexpected events or claims. It's important to work with an experienced insurance agent who can help you assess your needs and choose the right coverage for your business.

# Stage 4: Internal Fit-Out

## Purchase or lease dental equipment

List essential equipment (dental chairs, X-ray machines, etc.) and compare suppliers.

When it comes to setting up a dental practice, purchasing or leasing dental equipment is a crucial decision. Some of the essential equipment that a dental office would require includes dental chairs, X-ray machines, sterilisers, handpieces, and curing lights, among others. Before making any purchase or lease agreements, it is always wise to compare suppliers and their prices. Conducting thorough research on different suppliers and their products can help you find the best deal that suits your budget and needs.

When comparing suppliers, consider factors such as the quality and reliability of the products, the supplier's reputation in the market, and their customer service. Don't hesitate to ask for recommendations from other dental professionals or check for reviews online.

Once you have gathered all the necessary information, weigh the pros and cons of purchasing or leasing dental equipment. Leasing can be a viable option if you want to conserve your cash flow or if you prefer to upgrade your equipment frequently. On the other hand, purchasing equipment can be a better option if you want to have full ownership and control of your equipment, or if you plan to use it for a long time.

Taking the time to research and compare suppliers can help you make an informed decision when purchasing or leasing dental equipment for your practice.



## Design and furnish the office and common areas

Plan a patient-friendly layout and select ergonomic furniture and decor.

Creating a comfortable and inviting office environment is essential for any business or organisation that deals with clients or patients. When it comes to dental offices, it is even more important to create a space that is patient-friendly, welcoming, and calming. One of the most important aspects of designing a dental practice is to carefully plan the layout. You want to make sure that patients can easily navigate the space, find their way to different areas, and feel comfortable at all times.

In addition to the layout, selecting ergonomic furniture is also crucial. Patients who are waiting for appointments or undergoing treatments need to be able to sit or lie down comfortably for extended periods of time. Consider investing in chairs, couches, and other furniture pieces that are designed with ergonomics in mind. This can help prevent discomfort, fatigue, and other issues that could negatively impact the patient experience.

Finally, don't forget about decor. Adding artwork, plants, and other decorative elements can help create a warm and welcoming atmosphere. Choose colors and patterns that are soothing and calming, and try to avoid anything that might be too distracting or overwhelming. By paying attention to these details, you can create an office environment that is both functional and aesthetically pleasing.



# Stage 5: Patient Management

When it comes to patient care, there are a lot of moving parts to keep track of. From appointment scheduling to medical records and billing, managing patient information can quickly become overwhelming without a well-organized system in place. By creating a patient management system that is easy to use and understand, your team can ensure that they are delivering the best care possible to their patients while keeping their business operations running smoothly.

One of the key benefits of a well-organised patient management system is its ability to track your business's success and weaknesses. By keeping accurate records of patient visits, treatments, and outcomes, you can identify areas where the business is excelling and areas that need to improve. This data can be used to make informed decisions about how to allocate resources, invest in new technologies, and improve patient care.

## **Set up dental software and IT infrastructure**

**Choose practice management software and set up a secure IT network.**

When setting up a dental practice, it's vital to invest in easy to use and manage dental software and IT infrastructure. This can go a long way in improving the efficiency of your practice and ensuring that patient data is secure. One key aspect of this is choosing the right practice management software. There are many different options available, so it's important to do your research and pick one that fits your specific needs.

Once you've chosen your software, the next step is to set up a secure IT network. This will involve setting up firewalls, installing antivirus software, and implementing other security measures to protect your patient data. Depending on the size of your practice and the complexity of your IT needs, you may want to consider working with an IT consultant to ensure that everything is set up correctly.

Investing in dental software and IT infrastructure is an important step in setting up a successful dental practice. By choosing the right software and taking the necessary steps to secure your IT network, you can ensure that your practice runs smoothly and that your patients' data is protected.

## Manage patient online bookings and software

Set up an online booking system for patient convenience.

An online booking system for patients can be a great way to streamline the appointment booking process and improve the overall patient experience. With this software, patients can easily schedule their appointments from the comfort of their own home, without having to call the practice or wait on hold. This can be especially helpful for patients who may have busy schedules or who are unable to make phone calls during regular business hours.

In addition to improving patient convenience, an online booking system can also significantly benefit your practice. By automating the appointment booking process, staff can save time and focus on other important tasks. It can also help reduce appointment no-shows, as automated reminders can be sent to patients prior to their scheduled appointment.

Online booking will undoubtedly improve the patient experience, increase staff efficiency, and ultimately lead to better outcomes for patients and your bottom line.



## Establish pricing and billing procedures

Set fees for services and establish billing and payment policies.

Establishing pricing and billing procedures is an essential part of setting up any business or service. It is important to determine the value of the dental services being offered and set fees that are fair and competitive. This can involve market research to see what others in the industry are charging, as well as considering the costs involved in providing the service.

Once fees have been established, it is also important to create clear account and payment policies. This includes determining how payment will be accepted (e.g. cash, credit card, bank transfer, interest free finance), and what will happen in the case of late or missed payments.

Having clear and transparent pricing and patient account procedures not only helps to ensure that the business operates smoothly but also helps to build trust and credibility with patients. It is important to communicate these procedures clearly to patients in writing and verbally when discussing treatment, and ensure that your team are equipped to answer any questions or concerns they may have.



## Develop patient forms

Create practice specific forms that ensure the delivery of optimal patient care.

Patient forms are an essential aspect of a dental practice. They are used to collect relevant information about the patient's medical history, current medical conditions, and contact information. These forms can also include consent forms, insurance information, and privacy policies.

To create effective patient forms, it is important to tailor them to the specific needs of your practice. This means including relevant questions and fields that will help your staff provide the best possible care to your patients. Additionally, the forms should be easy to understand and accessible to patients of all backgrounds.

When designing patient forms, it is important to keep in mind that they are a reflection of your practice. A well-designed form can help create a positive first impression and set the tone for the patient's overall experience. Furthermore, clear and concise forms can help improve the efficiency of your practice by streamlining the patient intake process.

## Create practice policies

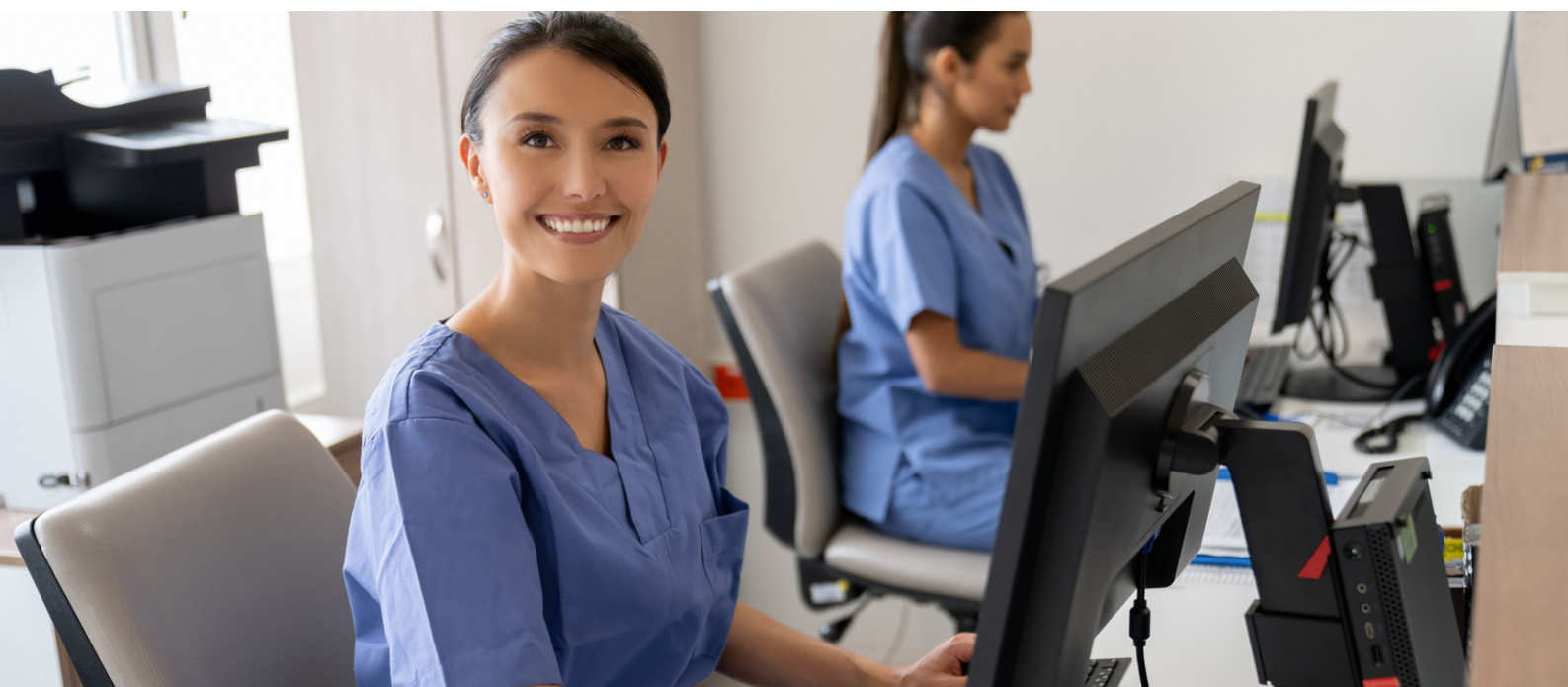
Develop key policies and procedures to help streamline and guide your team.

Creating effective practice policies is an essential process that can help your team work more efficiently and effectively. These policies can serve as guidelines for your team, helping to streamline processes and ensure that everyone is on the same page.

When developing these policies, it's important to consider the unique needs of your team and practice. Consider the tasks that your team performs on a daily basis and think about ways in which policies can help to make these tasks easier or more efficient. For example, you might create a policy that outlines specific steps for handling patient information or a policy that establishes protocols for managing patient appointments.

It's also important to communicate these policies clearly and effectively to your team. Make sure that everyone is aware of the policies and understands their role in implementing them. This might involve providing training or creating a document that outlines the policies in detail.

By creating effective practice policies, you can help to ensure that your team is working together efficiently and effectively. This can lead to better patient outcomes, improved job satisfaction for your team, and a more successful practice overall.



# Stage 6: Establish your Team

As you approach your planned opening day, it's time to establish your team. You should consider each role that needs filling and the type of communication style and personality needed to fulfill this role successfully. Keep in mind, a diverse team with different backgrounds and perspectives can bring new ideas and solutions to the table.

Once you have your team in place, it's important to establish clear roles and responsibilities. Each team member should understand their specific tasks and how they contribute to the overall project. Regular check-ins and progress updates can help ensure that everyone is on the same page and working towards the same goals.

Remember, a strong team can make all the difference in the success of your project. Take the time to build a cohesive and effective team, and you'll be well on your way to achieving your dream practice.

## Hire and develop your new team

Identify roles, post job listings, and conduct interviews.

Once you have identified the essential team roles, it's time to start the hiring process. Posting job listings on various job boards and platforms is a great way to attract potential candidates. Be sure to include specific job requirements, qualifications, and job responsibilities to attract the right people.

Once you start receiving applications, it's time to conduct interviews. Interviews are a great way to get to know the candidates and assess their skills and experience. It's important to ask both behavioral and situational questions to get a better understanding of how the candidate would handle different situations that may arise in the role.

When conducting interviews, be sure to also assess the candidate's cultural fit with your vision for the team. This includes assessing their values, work ethic, and communication style. It's important to hire someone who aligns with your organization's and personal culture to ensure a positive workplace environment from the day you open.

After conducting interviews, take some time to reflect on each candidate and make a decision based on their qualifications, experience, and cultural fit. Once you've made a decision, extend an offer and welcome your new essential member to the team!

## Develop training programs

### Create onboarding and continuous training programs for staff.

Developing training programs is a crucial task that every new dental practice needs to undertake to ensure the success of its employees and, in turn, the company. One of the most important aspects of training is onboarding, which is the process of introducing new hires to the company culture and their roles and responsibilities. It's important to create a comprehensive onboarding program that includes everything from a tour of the facility to an introduction to key personnel and company policies.

In addition to onboarding, continuous training programs are also essential for the growth and development of employees. These programs can help staff members develop new skills, stay up-to-date with industry trends, and improve their overall job performance and happiness.

Continuous training can take many forms, such as online courses, workshops, or coaching and mentorship programs.

When developing training programs, it's important to keep in mind the specific needs of your organisation and your employees. Consider the goals of your company and the skills and knowledge your staff needs to achieve these goals. With a well-planned and executed training program, your business can ensure that its employees are well-equipped to succeed and thrive.

## Set up payroll and employee benefits

### Implement a payroll system and decide on employee benefits.

Setting up payroll and employee benefits is an important aspect of running a business. It is crucial to implement a payroll system that is accurate, efficient, and compliant with relevant laws and regulations. This system should be able to handle the processing of employee wages, taxes, and other deductions.

Additionally, deciding on employee benefits is an essential step in attracting and retaining top talent. Consider offering health insurance, retirement plans, and other perks such as flexible work arrangements or paid time off. It is important to research and compare different options to ensure that you are providing competitive benefits that meet the needs of your employees.

Remember, happy employees are more productive and engaged, which can ultimately lead to the success and growth of your business.



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## **Establish standard operating procedures (SOP's)**

Create standard operating procedures for every administrative and clinical process within your new practice.

Having standard operating procedures in place is crucial for the smooth and efficient functioning of any business, and a dental practice is no exception. SOP's provide a clear and concise outline of the steps to be taken in various situations, ensuring that everyone is on the same page and that tasks are completed consistently and accurately.

When it comes to a dental practice, SOP's should cover everything from patient intake and scheduling to clinical procedures and managing accounts. By creating a comprehensive set of SOP's, you can ensure that your team knows exactly what to do in every situation, minimising errors and maximising productivity.

It's important to review and update your SOP's regularly to ensure that they reflect any changes in regulations or best practices. By establishing and maintaining standard operating procedures, you can set your practice up for success and provide the best possible care for your patients.

## **Create and maintain practice 'To Do' checklists**

Use checklists for daily, weekly, and monthly tasks.

Checklists are an effective tool to help you stay organised and on top of your tasks. By creating and maintaining practice 'To Do' checklists, you can ensure that you stay on track with your daily, weekly, and monthly maintenance and compliance tasks. This will not only help you to be more productive, but it will also reduce the stress and anxiety that comes with feeling overwhelmed and forgetting important things. When creating checklists, be sure to prioritise tasks and make them as specific as possible. This will help your team to stay focused and motivated as you work through your list. Remember to review and update your checklists regularly to ensure that they remain relevant and effective. With a little bit of effort and planning, checklists can become an essential tool for staying on top of patient care, equipment maintenance, general cleaning and operational tasks.

# Stage 7: Workplace Health & Safety

Workplace Health & Safety is a crucial aspect of any business, no matter the size. It involves identifying and minimising risks that may cause harm or injury to employees, visitors, or customers/patients. A comprehensive approach to workplace health and safety includes the implementation of policies and procedures aimed at preventing accidents and illnesses. Employers have a legal obligation to provide a safe working environment for their employees. This includes the provision of safety equipment and training programs to help employees identify and mitigate risks. Workplace hazards may include physical, chemical, biological, or psychological factors that may cause harm or injury to individuals. To ensure compliance with workplace health and safety regulations, business owners must conduct regular assessments of their work environment. This may involve identifying potential hazards, assessing the level of risk, and implementing measures to minimize the risk. Effective communication is also crucial in maintaining workplace health and safety. Employers must ensure that employees are aware of potential hazards and the measures in place to mitigate them. This may involve regular safety training sessions, the provision of safety manuals, and the use of safety signs and labels. Workplace health and safety is a critical aspect of every dental practice. It is essential to ensure the well-being of employees, visitors, and patients while also complying with legal obligations. By implementing comprehensive policies and procedures and maintaining effective communication, practice owners can create a safe and healthy work environment for everyone.

## **Ensure first aid and medical emergency preparedness**

Stock first aid kits and train staff on emergency procedures.

In any workplace, safety should always be a top priority. This includes not only preventing accidents and injuries, but also being prepared to handle any medical emergencies that may occur. One important step to take is to ensure that there are fully stocked first aid kits available throughout the practice. This means having an adequate supply of bandages, antiseptics, and other necessary supplies.

However, simply having the supplies is not enough. It is also essential to train all staff members on emergency procedures. This includes not only knowing where the first aid kits are located, but also how to administer basic first aid and when to call for professional medical assistance. In addition to these measures, it is also a good idea to have a designated first aid team or individual who is responsible for responding to medical emergencies. This person or team should be properly trained and equipped to handle a wide range of situations, from minor cuts and bruises to more serious injuries or medical emergencies common within a dental practice environment.

By taking these steps to ensure first aid and medical emergency preparedness, you can help to create a safer and more secure workplace for everyone. Not only will this help to prevent accidents and injuries, but it can also provide peace of mind for both employees and employers alike.



## **Implement sharps and incident reporting protocols**

### **Establish procedures for handling and disposing of sharps.**

Sharps, or any medical items that can puncture or cut the skin, should be handled with care to prevent injuries and the spread of infection. To ensure the safety of the dental team and patients, it is important to implement sharps and incident reporting protocols. These protocols should cover the proper handling, use, and disposal of sharps. Additionally, training should be provided to all staff on how to handle sharps and what to do in case of an incident. By establishing these procedures, you can promote a safer environment and reduce the risk of sharps-related injuries and infections.

## **Regular staff training on safety protocols**

### **Conduct regular training sessions on workplace safety.**

Regular staff training on safety protocols is crucial in maintaining a safe and secure work environment. Conducting regular training sessions on workplace safety not only ensures that all employees are aware of the safety protocols but also helps prevent accidents and injuries. It is important for all staff members to be equipped with the knowledge and skills required to identify potential hazards and take appropriate measures to mitigate them. This not only keeps the employees safe but also helps in maintaining the productivity and efficiency of the workplace. By investing in regular safety training, practice owners can create a culture of safety where employees are encouraged to be proactive in identifying and reporting potential safety hazards. Consider dedicating one day per year to hosting a first aid course for your team to ensure all team members are trained and equipped to handle a medical emergency.

# Stage 8: Market and Launch!

**Congratulations!** You have made it to the final stage of the product development process. You have put in countless hours of hard work, and now it's time to tell the world you're opening for business!

You will need to create a strategic marketing plan that outlines how you will promote your practice within your community, reach your target audience and establish a strong brand presence.

Consider what channels you will use to market your product, such as social media, email marketing, content marketing, or paid advertising. It's important to create a consistent brand message across all your marketing channels to build brand recognition and patient trust.

Remember, building a thriving practice is an ongoing process, and you will need to continually assess and adjust your marketing strategy based on patient feedback and key tracking data. With determination, hard work, and a solid marketing plan, you can successfully manage the launch your new practice into the world.

## Create a marketing plan

Identify marketing channels (online, local advertising) and allocate budget.

Once you have established your marketing goals, the next step is to create a comprehensive marketing plan. Your marketing plan should outline your target audience, patient personas, your unique value proposition, and your competitive advantage.

The next step is to identify the marketing channels that you will use to reach your target audience. This may include online advertising, social media marketing, email marketing, local advertising, and more. Once you have identified your marketing channels, you should allocate your budget accordingly, based on the effectiveness and reach of each channel.

It is important to regularly review and adjust your marketing plan as needed, in order to stay relevant and effective in a constantly evolving marketplace. By following these steps and putting in the effort to create a strong marketing plan, you can increase your business's visibility and attract new customers.

## Develop a website and online presence

Build a professional website and establish social media profiles.

In today's digital age, having a strong online presence is essential for any business looking to succeed. A website is often the first impression that potential customers or clients have of your brand, so it's important to make it professional and easy to navigate. Consider hiring a web developer or using a website builder to create a site that accurately reflects your brand's values and offerings.

Additionally, social media is a powerful tool for reaching and engaging with your target audience. Create profiles on platforms that make sense for your business, such as Facebook, Instagram, Twitter, or LinkedIn. Be sure to post regularly and interact with your followers to build a sense of community and establish yourself as an authority in your industry.

By developing a website and online presence, you can expand your reach and connect with customers in a way that traditional marketing methods may not allow. Take the time to invest in your online presence, and you'll likely see a boost in business and brand recognition.



**WEBSITE**

*design*

*content*

*marketing*

**SEO**



# Stage 9: Future Planning

As you near the end of this life-changing project, it's important to start thinking about what comes next. Future planning is an essential step in ensuring long-term success and growth, both personally and professionally.

Begin by setting realistic goals for yourself. Consider where you want to be in one year, five years, or even ten years. What skills do you need to develop to get there? What steps can you take now to start moving in the right direction?

It's also important to stay up-to-date with industry trends and changes. Attend conferences, read industry publications, and connect with other professionals in the dental and small business ownership space. This will help you stay informed and adapt to new developments as they arise.

Finally, don't forget to take care of yourself along the way. Set aside time for self-care and relaxation to avoid burnout and maintain your energy and enthusiasm for your goals and team.

By taking the time to plan for the future, you can set yourself up for success and achieve your dreams with a lot more joy and structure.

## Continuous upskilling of your team

Identify opportunities for professional development.

Continuing education is an essential part of any professional's career growth and development. It involves taking courses, attending seminars, and participating in other learning activities that help individuals enhance their skills, knowledge, and expertise. One of the key steps in planning for continuing education is to identify opportunities for professional development. This can be done by researching various options such as online courses, workshops, conferences, and certification programs. It's also important to consider the specific skills and knowledge areas that you want to develop and choose learning activities that align with those goals. By taking a proactive approach to continuing education, professionals can stay up-to-date with the latest trends and developments in their field, which can ultimately lead to greater career success and satisfaction.

## Identifying Skills Development Areas: Utilizing SWOT Analysis

Pinpointing areas of improvement for individuals can be challenging.

However, a SWOT analysis can help identify their strengths, weaknesses, opportunities, and threats. Once you have a clear picture of their situation, you can develop a training plan that will enhance their confidence, abilities, and knowledge.

**Try it now! [Download a SWOT template](#)**

## Set goals for practice growth

Establish short-term and long-term goals for the practice.

Setting goals is an important aspect of any endeavor, including growing a practice. Establishing both short-term and long-term goals can help focus efforts and measure progress. Short-term goals are those that can be achieved in a relatively short amount of time, such as increasing patient satisfaction scores or adding a new service to the practice. Long-term goals are those that may take several years to achieve, such as expanding the practice to multiple locations or increasing revenue by a certain percentage. By setting and regularly reviewing these goals, the practice can continue to grow and thrive. It's important to ensure that the goals are realistic, measurable, and aligned with the overall mission and vision of the practice. Additionally, involving the entire team in the goal-setting process can help to create buy-in and accountability. With clear goals in place, the practice can stay on track and achieve success.

## Team communication and training

Implement a system for regular feedback and open communication.

Regular team feedback and open communication are essential for the success of any team. It is important to establish a system that allows for constructive feedback and encourages open and honest communication among team members and between managers and the support team. This can be achieved by scheduling regular team meetings where team members can share their thoughts and ideas on how to improve team performance while devoting time to upskilling and training.

Additionally, individual performance reviews should be conducted regularly to assess the strengths and weaknesses of each team member and provide constructive feedback for improvement. By implementing a culture of welcomed feedback and strong communication from the very beginning, you can foster a workplace of collaboration and support, which ultimately leads to greater team success.



## **Team building activities**

Organise regular team-building exercises and events.

Team building activities are an essential part of any successful organization. They help to create a positive and productive work environment by improving communication, building trust, and fostering a sense of camaraderie among team members. Regular team-building exercises and events can take many forms, from group outings and team-building games to workshops and training sessions.

Some of the benefits of team building activities include improved problem-solving skills, increased creativity, better collaboration, and increased morale. These activities can also help to identify and address any issues within the team, such as communication barriers or conflicts. By taking the time to invest in team building, organizations can create a more cohesive and effective team that is better equipped to meet the challenges of the workplace.

## **Build a professional network**

Build relationships with local doctors (GP's), dental specialists, local dental labs and dental peers.

Networking is an essential part of any profession, and dentistry is no exception. By building relationships with local doctors, dental specialists, local dental labs, and dental peers, you can expand your professional network and increase your chances of success.

One way to build a professional network is to attend local events and conferences that are relevant to your field and interests. These events provide an excellent opportunity to meet other professionals in the dental and business industry, exchange ideas, and learn about new developments and technologies.

Social media platforms such as LinkedIn, Facebook and Twitter can also be valuable tools for building a professional network. By connecting with other professionals in your industry, sharing your work and thoughts, and engaging in conversations, you can expand your reach and build your reputation as a thought leader in your field.

Building a professional network is essential for any dentist who wants to succeed in their career. By attending events, joining organisations, being active in social media forums, starting a local or virtual study group or facilitating clinical meetings with your own clinical team, you can expand your network, gain new insights, and build relationships that will benefit you for years to come.

## **The final word of advice...**

Don't go it alone. Let me provide you with expert guidance and unwavering support at every stage, ensuring that your vision to open a dental practice comes to life exactly as planned.

Reach out now and arrange a no obligation, no charge consultation to discuss your plans and team development needs.

## **Consider Staged Dental Coaching to Lighten the Load when Starting or Purchasing a Dental Practice.**

Starting or buying a dental practice can be a time-consuming and challenging endeavour, with a range of obstacles and stressors to contend with. To ease the burden, enlist the help of Staged Dental Coaching. Our team can guide you through each stage of the process, reduce the administrative workload, and offer support every step along the way. We're here to ensure that your dream practice opens exactly as you envisioned.

**Get in touch to discuss your startup plans and let's get you to the finish line, together!**

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