

email: CWRdental@gmail.com; call or text 612.240.1282

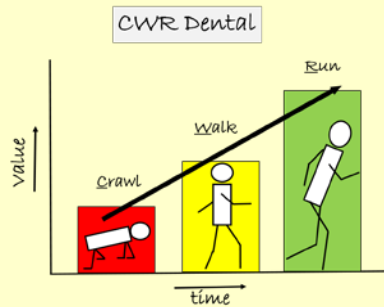
July 2019 1-page bulletin

Topic: Leadership and teams

If you own a dental practice (statistics are that three out of five dentists or dental specialists will own a practice or multiple clinics at some point of their career), it is important to build a 'good' team around you. This team comprises Front office staff, RDH, RDA and perhaps even your spouse (who could be either actively involved or doing stuff pro bono). **What does building a good team in a dental practice entail?** Here are the most critical ones based on our consulting experience:

1. **Accountability:** *"When everyone does everything, no one's accountable for anything!"*. Yes, hold everyone including yourself accountable for behaviors and performance. e.g.
 - The scheduling coordinator's main duties are answering the phone or responding to queries pertaining to appointments, greeting patients who walk in and fixing (or even engineering) the schedule.
 - The financial coordinator is responsible for presenting the treatment fees and options, posting payments and handling all insurance related activities.
 - Some level of cross training is acceptable (and even encouraged) to act as backup or secondary when the primary associate is immersed in a critical task (or on PTO, sick etc).
2. **Commitment:** Changes are difficult but often needed in a dental practice. This applies to struggling practices and even at times to successful practices when they need to adapt to changing business or operational environments. The biggest barrier to having well intentioned committed team members is *lack of clarity or buy-in*.
3. **Communication:** We believe that proper communication is key to any dental practice. Our experience indicates that the practice of dentistry is *80 percent communication and 20 percent clinical* (we are not in any way minimizing the importance of clinical skills here). More importantly communication includes both internal (intra-company) and external (with patients, vendors, and landlords). Integrative marketing is key to achieve both an effective and efficient way of communicating with prospective patients.
4. **Conflict management:** We believe that the *fear of conflict is a sign of a dysfunctional team*. However the owner must focus on developing a culture that is rooted in *trust and transparency*. While you should mentor your team on effective confrontation styles to reduce conflicts in the first place, rest assured conflicts shall come up every once in a while. Counsel and correct swiftly and privately as appropriate. Celebrate wins – both big and small! Reward exceptional contributions – especially those team members who go above and beyond. Share profits.

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How can CWR Dental help?

Exceptional results come from exceptional leadership and teambuilding. Aspire to be a good leader and then try to perfect it.

CWR Dental has several packages that will help with this never ending journey:

- Comprehensive leadership development series for the dentist (and/or spouse)
- Mini-MBA series for the dentist (and/or spouse)
- Dental Practice transformation modular package
- Full package to deal with end-to-end operations within the practice (3, 6 or 12 months engagement)
- Customized packages for your specific dental practice

Visit our website or email/text to learn more and how we can effect change using our unique E=3e methodology. Thank you!

#dentalpractice #dentists #dentalpracticemanagement #dentalpracticeconsultants #leadership #teambuilding