

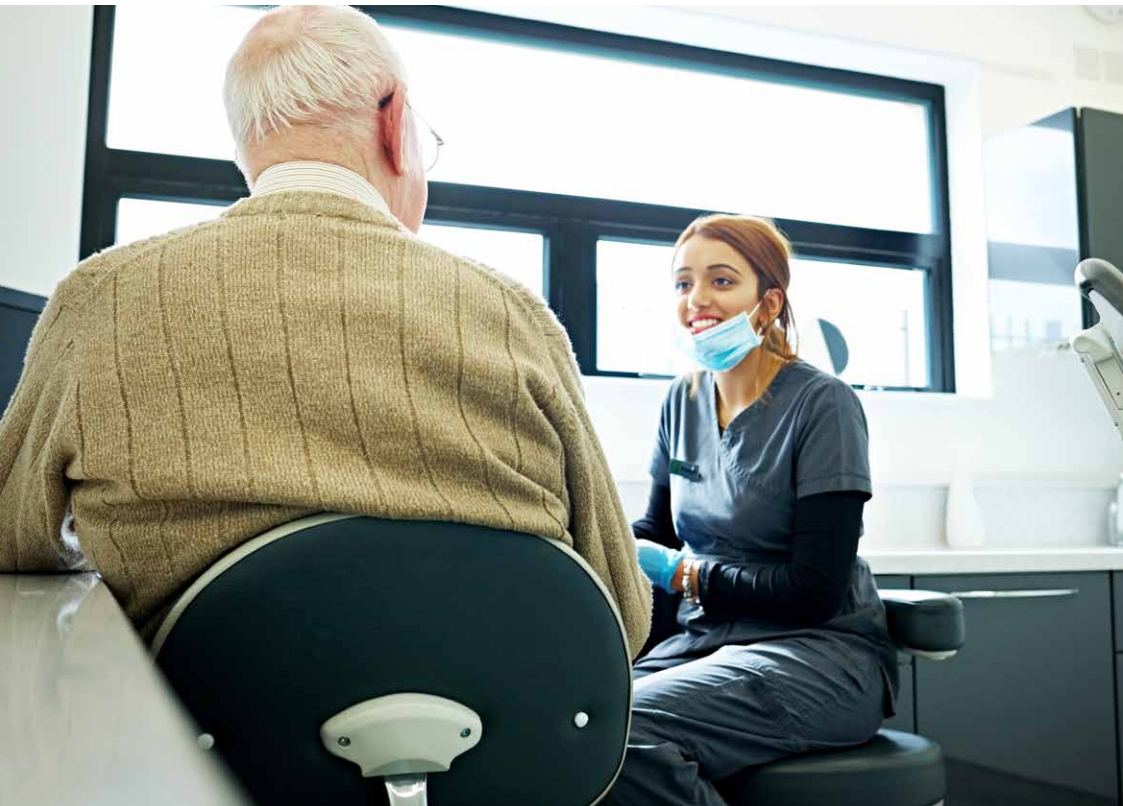


EXTREME BUSINESS

WITH COACH BARROW

100 TIPS

TO HELP YOU CREATE A WORLD-CLASS DENTAL
BUSINESS THAT PEOPLE LOVE TO VISIT



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MY PERSONAL BRAND STATEMENT

Chris is a knowledgeable expert who offers practical business logic, relevant, effective, proven ideas and a serious depth of character.

An original, independent thinker, he is a non-conformist who continually seeks out new horizons to explore, challenges to resolve, boundaries to push, rules to break and odds to beat.

Direct and decisive, Chris reaches conclusions rapidly, with minimal information.

When he doesn't immediately get productive, efficient results, he perseveres, testing new ideas and learning from his findings.

Chris's ability to spontaneously innovate, strategise and analyse enables him to quickly resolve the most perplexing problems.

Strong willed, assertive and determined, Chris delights in fixing, rekindling and bringing things (and people) back to life.

An effective and efficient communicator, Chris keeps everyone on point by identifying clear goals and focusing on priorities. Charismatic, energetic and dynamic, his counter-culture, "tough love" approach gives everything he presents a unique appeal.

A polished and entertaining speaker, his strong presence gives him exceptional control of the room.

Chris's style is casual, open, authentic and adaptable.

A natural leader and big picture thinker, he is easy to speak with, delightfully warm, funny and caring.

His endless jokes and wicked Mancunian wit ensure that there's never a dull moment.

He walks his talk better than most, by sharing both his strengths and vulnerabilities.

Chris is committed to helping people succeed in their lives and businesses, in less time than it took him, and with greater ease.



Chris Barrow is an active consultant, trainer, coach and mentor to the worldwide dental profession.

Chris has spent over 21 years witnessing first hand the trials and tribulations faced by dentists today. Chris combines a wealth of knowledge with the originality and independence needed to resolve the thorniest of problems. Straight talking and determined, he can reach conclusions quickly, and has the reflexes and lightness of touch to innovate, change tack and push boundaries.

A leading authority on the business of dentistry, Chris regularly contributes to the dental press, social media and online. As a speaker Chris is dynamic, energetic and charismatic with boundless enthusiasm for his field of expertise. Audiences are left enlightened and inspired in equal measure.



ARE YOU A PRACTICE PRINCIPAL?

You may be at the start, middle or end of your career.

Are you looking to **break through** an existing **success** level at which you have plateaued – **prepare a business for sale** – **open a new business** – **turn around a business** that is **failing**?

Would you like to **generate more profit** and put in fewer hours per week, fewer weeks per year?

Well now you can...

On the following pages you will find 100 tips that have already helped over 2,000 Dental Principals from around the world to create More Profit in Less Time.

STRONG PATIENT RELATIONSHIPS

- 1 Welcome your patients warmly. This should be conveyed at all times - from an initial call to the practice, to a patients' arrival, to their appearance in your treatment room and through to their departure.
- 2 Listen to your patients. If you don't 'hear' what they are telling you - and what their needs are - you'll alienate them from the beginning.
- 3 Anticipate patients' concerns before they voice them. If you offer reassurance to their unspoken anxieties, you will have a grateful patient before you start work.
- 4 Involve your patients in the process of their treatment. Explaining and exploring options and consequences with them will prove invaluable in your relationship.
- 5 Respond directly to questions or anxieties expressed by your patients - even if you are preoccupied. It will reassure them and help them to relax.
- 6 Speak clearly and simply and avoid using jargon of any kind when talking to patients. It is not only off-putting, but arrogant to talk to patients using words they cannot understand. Jargon can honestly be described more often than not, as the enemy of communication.
- 7 Involve your team members in communication skills training. Your patients will benefit and so will your practice.
- 8 Remember [1] something uniquely personal from your last contact with each patient. It is profoundly impressive to them and guarantees the perception that you see them as individuals.

- 9 Remember [2] that patients can exercise their choice by voting with their feet. Their satisfaction is your income.
- 10 Build a high level of trust with your patients. This guarantees that they will immediately voice any fears or reservations. Doubt is the catalyst for resentment.
- 11 Ensure that your patients understand and believe that their safety, comfort and satisfaction are your primary concern.
- 12 Honour appointment times. Everyone will tolerate an occasional five or ten minute over-run, but consistent lateness will alienate patients very quickly.
- 13 Educate your patients. Friendly help and guidance about preventative measures and ways to maintain and improve their dental health will seldom be resented.
- 14 Encourage honest feedback on every aspect of your practice. You can only put right what you know about. This can be done both through conversations and formal written surveys.
- 15 Resolve problems as fast as you can. A negative experience can be turned around with a swift and appropriate response. You may not get a second chance.
- 16 Deliver consistently high quality of service and workmanship. Ultimately, your reputation and success will depend on it - and so will the number of referrals you receive from happy patients.

- 17 Give your patients good reasons to tell their friends and colleagues about the high standard of your work. Personal referral is worth 100 adverts.
- 18 Never discuss or make any disparaging remarks about one patient in front of another. This is a sure way to alienate your patients.
- 19 Ensure that patients are never left alone for long periods in examining rooms. This can destroy an otherwise positive experience by making them feel anxious, fearful and uncared for.
- 20 Establish and maintain lifelong patient relationships. Your latter years in practice will be a meeting of good friends.

- 21 Contact your patients regularly. Consider using social media, email or ezines to tell stories about patients with whom you have succeeded, special offers and to encourage them to refer new business to you.
- 22 Consider the ambience of your waiting area - is it too cool, too hot, too noisy? Is there fresh coffee, tea or water available? How can you make it as pleasant as possible for waiting patients?
- 23 Encourage your receptionist to be warm and friendly. Their attitude can make or break the waiting room atmosphere and a pleasant personality will offer a pleasurable distraction.
- 24 Consider putting as much distance between your waiting area and your surgery as you can. The sound of drilling can be distressing to a waiting patient.



PRACTICE MANAGEMENT

- 25 Answer the phones in your practice in a professional manner. Never leave a caller on hold for an unreasonable length of time and make sure they are always greeted by a person - not by an answer phone (except out of hours).
- 26 Refer out any patients whom you can't help easily or with whom you feel incompatible. Don't run the risk of ending up with a dis-satisfied customer.
- 27 Punctuality is much appreciated by everyone, particularly business people who are as pressured as you are. Try not to keep anyone waiting for too long.
- 28 Design and implement workable systems for all areas of the practice - from answering the phone, to invoicing, to dealing with complaints. And make sure it is followed every time.
- 29 Keep good and accurate records. Casual office work will soon become obvious to others.
- 30 Allow for one 'benefit of the doubt' missed appointment, but after that, charge for failed appointments. If a patient is cavalier with your time, they need reminding that it is valuable and should be appreciated accordingly.
- 31 Write a policy manual that fully explains all practice procedures and protocols.
- 32 Invest in hiring an exceptional PA or practice manager to handle all the business and administrative details of the practice. He or she will be a major factor in the success of your business.
- 33 Create a consuming vision for your practice and share this with your team so that they are fully briefed on where the practice is heading in the future - and can be part of the process.
- 34 Design a menu which informs patients of all the services you offer. Implement a specific time at which someone from your team will discuss the options available with patients.
- 35 Offer a multifaceted practice plan to patients regularly; this should include emergency cover, preventative care and a special "members only" price list along with a mission statement for the practice.
- 36 Make it easy for new clients to get their first appointment. Streamline your system to set aside specific times for new inductions.
- 37 Make it easy for people to refer business to you. Produce written material for your patients to give to their friends and colleagues. This could be a brochure, referrals card, or a small printed invitation for a free check up and consultation.
- 38 Offer an acknowledgment or reward to anyone who is responsible for referring a new patient to the practice. Always call or thank the source of every referral.
- 39 Show your patients that you have a positive overview of the way your practice is progressing. Your enthusiasm will generate trust and confidence.
- 40 Hold regular strategy meetings with your team on practice management.

- 41 Maintain strong and consistent relationships with at least six centres of influence' - people who appreciate your work and are in a position to send you lots of quality referrals.
- 42 Equipment is the foundation for a smooth operation. Intermittent and failing equipment generates distrust in a patient. Buy the best - it shouts quality of management.
- 43 Keep [1] the waiting room, surgery and all other parts of the practice scrupulously clean - not least the ceiling above the chair, which the client looks at more than you do!
- 44 Keep [2] the practice alive and buoyant enough to sell at any time. You never know when you may want to realise its potential.
- 45 Watch the progress of any rival concerns in your area. Isolation can be counterproductive - awareness can be turned to advantage.
- 46 Employ other quality professionals to give your business strength. Whether it is your accountant, banker or solicitor - each will form a firm base for your organisation.
- 47 Pay bills on or before due time. This enhances a positive and progressive attitude apart from ensuring swift and responsive service when you really need it.



YOUR TEAM OF PROFESSIONALS

- 48 Run the accounting department well and/or use a superb book-keeping service. Prepare and review monthly financial statements by the 15th of every month.
- 49 Complete and update bank reconciliations regularly. Ensure that all income, sales, property and payroll taxes are current.
- 50 Implement accounts receivable tracking; collect at least 95% of all invoices.
- 51 Formulate amongst the team a mutual understanding of the value of your services and the purpose of your practice. Write and display a mission statement for your practice.
- 52 The strength of every team is only as strong as its weakest link. Train all your team members to have warm, comforting and sensitive telephone, reception and chair-side styles. This will present a united front and create a calm and welcoming atmosphere.
- 53 Ensure that all your team understands the concept of Value-Added service and they are consistently striving to 'go the extra mile' for your patients.
- 54 Put in place a quick and easy-to-use reference system to monitor the performance and aspirations of your practice. Self-assessment is the conscience of progress.
- 55 Take pride in your team representing you because they are skilled, motivated and integrated.
- 56 Consult with a supportive coach or mentor if you feel the need for help and guidance in maintaining an emotionally cost-free practice.

- 57 Avoid the temptation to complain to colleagues or apportion blame when all is not well. This is not the way to build a cohesive and supportive team.
- 58 Take great care to hire only those people with a high level of competence, who are not afraid to work hard and who will contribute to the team spirit of the practice.
- 59 Implement a three-month trial period for any new employees. By the end of this time it should be clear if they will enhance or detract from your team.
- 60 Clarify with your team members the exact roles and responsibilities that each one will play - both individually and as part of the practice team.
- 61 Structure your team in such a way as to provide clear paths of action and responsibility within the group. Overlap or duplication means confusion.
- 62 Empower team members to be responsible for getting their jobs done and to formulate their own constructive approach to the minutiae of their work. They will thank you by being creative in their own spheres of influence.
- 63 Consider flexi-time arrangements for assistants or technicians with family responsibilities. They will work at their best if they're not worrying about neglecting some other aspect of their lives.
- 64 Invest in your team's future - as well as your own - by facilitating further professional or educational qualifications. The more you put in, the more you will get back.

- 65 Be sensitive to the possibility of 'inter-office' rivalries. Be open handed equally - and avoid partiality to individuals in your team.
- 66 Don't hide in your surgery in splendid isolation. Communicate openly with the team at all times. Hold regular team meetings that are productive and meaningful and where all team members attend and contribute.
- 67 Remunerate your team well and offer an annual bonus when targets are met. Invest in their loyalty and make it worth their while to make your practice a success.
- 68 Incentives for the creation of a growth mentality among the team will have their own rewards. Let them share in this advance in your prosperity.

- 69 Encourage and strive for mutual respect between team members.
- 70 A more formal analysis of a team member's hopes and ambitions on a regular basis will stabilise them in their positions and give you early warning if they are unhappy with any aspect of their place in the team.
- 71 Share a social occasion now and again as a group. Seeing each other in a different environment has a very cathartic effect and strengthens team spirit.



PERSONAL DEVELOPMENT & BALANCE

- 72 Be open to an outside observer. An invited consultant or coach can often bring different perspectives and ideas to enhance the efficiency of your practice.
- 73 Engage your team in regular role plays. This will ensure that the patients' experience of visiting the practice is seamless and consistently positive.
- 74 Display targets and statistics on the wall in the staff room so that everyone can track how they're doing.
- 75 Create an environment whereby your practice is considered to be a preferred place of employment.
- 76 Delegate as much of the daily administrative load as you can to your practice manager. This leaves you entirely free to focus on high quality dentistry and patient care.
- 77 Have something you look forward to every morning when you wake up and every night before going to sleep.
- 78 Plan ahead in case you have to stop practicing for a short time or even permanently. Take out adequate insurance to safeguard yourself and your dependents in the event of this happening.
- 79 Purchase property, liability, life and disability insurance appropriate for you and review all policies annually.
- 80 Always speak the truth as you see it. It never pays to withhold the truth, to lie or to exaggerate.
- 81 Spend quality time with your family and a circle of good friends who appreciate you for who you are, not what you do.

- 82 Plan your time so that ample attention is given to leisure, creative thinking, and any other pursuits that will be beneficial to your emotional health.
- 83 Make it a priority to schedule something 'fun' into every day of the week.
- 84 Cut down on foods and drinks which contain excessive caffeine, sugar or carbohydrates. They may give you a temporary surge of energy, but you'll end up feeling drained and lacking in energy.
- 85 Schedule regular physical check-ups. Don't forget to have your eyes tested regularly as well.
- 86 Spend time only with those people who accept you as you are and don't try to change you.
- 87 Give yourself permission to end any relationships which drag you down or drain your energy.
- 88 Create time for at least eight weeks' holiday a year. Make this a complete break - working during this time is absolutely not allowed.
- 89 Consult a solicitor and write a Will if you do not have one. If you do have one, make sure that it is relevant and up to date.
- 90 Be a person of your word so that people can count on you. This goes for both your business and personal life.
- 91 Remove anything you are tolerating - or putting up with - at work and at home. 'Tolerations' drain your energy and divert attention from those things you want to do.

- 92 Lighten up in the work environment. Step back now and again from the close perspective to take a detached and objective look at the team operation.
- 93 Join a gym or commit yourself to a regular sporting or athletic activity at least three times a week. Regular exercise will enhance all areas of your life.
- 94 Make adequate pension arrangements sooner rather than later. Financial independence early on will bring confidence, and freedom to invest in the practice when and where it is needed.
- 95 Review all policies for professional liability on an annual basis. Obligations and perspective often change rapidly in response to litigation and public mood.

- 96 Greet your staff with a smile and a welcome even when you don't feel like it!
- 97 Reinforce your dental excellence through seminars, workshops and continuing education.
- 98 Keep well ahead in your technical reading. Knowledge of the latest treatment methods and marketing will keep you well in front of the opposition.
- 99 Be grateful daily for the great skills that allow you to bring comfort and relief to so many. Be proud of your profession and your expertise.
- 100 Commit yourself and your team to a Corporate Social Responsibility programme, investing time and talents in supporting both a local community project and a global charity such as Bridge2Aid www.bridge2aid.org





You can learn more about Chris's clients at www.coachbarrow.com.

From the web site you can also download a free e-book on marketing and other free resources as well as subscribing to his daily business blog and monthly business newsletter.

With Ashley Latter, Chris also broadcasts a monthly podcast on the business of dentistry.

He has very active personal and professional social media profiles/pages.

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Chris offers an initial complimentary telephone consultation to any conference organiser or prospective client, simply email his business manager phillippa@coachbarrow.com

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