

Coach Ron's Top-10-Ten

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TOP TEN WAYS TO REJUVINATE YOUR PRACTICE

It is so easy to get in a “rut” where our enthusiasm and excitement wane. Professional practice is demanding and in our quest to keep all of the pieces of the puzzle together, we may overlook some ideas that have the potential to renew our commitment and energize our practice. Here are Ten Top ideas.

1. **Every day**, draft two handwritten notes to patients (Thank You, Congratulations, Saw You In The News, Sympathy, or “just because”).
2. **Sit in your reception room once a month**, just as a patient would and see, hear, smell and touch what they experience. Then decide what you want to do differently. What would you add, delete or upgrade?
3. **Organize a Founders Day Celebration.** Include current and past staff. Celebrate your success over the years.
4. **Create fresh, fun business cards** that invite smiles, questions and interest in your practice.
5. **Analyze accounts receivable** against industry standards and discover your true practice profitability.
6. **Every day acknowledge one of your staff members**...a thank you for a specific reason; a handwritten note; a compliment in the presence of patients and other staff.
7. **Place an automatic bread making machine in the reception room** or business area to provide that remarkable smell that reminds us of home.
8. **Purge your files every quarter** to remind your patients of incomplete treatment, overdue examinations, and follow up on areas of noted concern.
9. **Survey your patients** to receive feedback on how you and your staff are meeting their expectations; what you need to do more of and what needs to be eliminated.

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10. **Engage a massage therapist** to visit your office once a month to provide 10 minutes of relaxing massage for each staff.

Take ACTION by applying one of these ideas to your practice beginning this week!

Dr. Arndt is a *professionally trained* dental Coach with 20 years of clinical dental practice; five years in the financial planning field; and over 10 years as the worlds only Master Certified Dental Coach. He selectively coaches dental professionals via his Full Contact Coaching™ program. Dr. Ron can be contacted at (440) 748-6161; via email at DrRon@DrArndt.com. To subscribe to his *Floss Your Mind*™ weekly newsletter, visit his web site at www.DrArndt.com