

THE TECHNOLOGY OF RELATIONSHIPS

IN THE PRACTICE OF ORTHODONTICS



presented by:

Ken Alexander, Director Millenium Management Services

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Ken Alexander Management Services

kenalexander2@aol.com

6559 Windflower Drive, Carlsbad, California 92011 Tel. (760) 603-9251 Fax. (760) 603-9252

About Ken Alexander:

I have been in the business of creating orthodontic success stories for more than 25 years working with over 500 Orthodontic practices in North America and Europe. My career is devoted to helping offices strive towards peak performance and to maximize their potential with excellent systems, solid business management and outstanding customer service. Much of what I do has become a science in applying knowledge for practical purposes to achieve a dynamic and satisfying connection between the practice and its patients, the doctor and the staff, and a harmonious team that leads to both a successful and enjoyable practice. This science I call *The Technology of Relationships*.

Technology = the science of the application of knowledge to practical purposes

Relationships = A connection between persons

The Technology of Relationships = The application of knowledge in a practical way to achieve a greater sense of connection between team members, patients and parents. The results are an efficient, hardworking and enjoyable team that can scientifically and consistently reproduce happy, satisfied patients who refer their friends.

INFORMATION TECHNOLOGY DELIVERS POWER BY CONNECTIONS!











THE TECHNOLOGY TO THINK RIGHT, DO RIGHT AND BE RIGHT:

THINK RIGHT: THE GARDEN OF YOUR MIND: Your mind is like a garden that produces good and bad actions all day long. It must be properly cared for and nurtured with the weeds pulled and plants pruned so that one can live a disciplined and fulfilled life. A garden left on its own looks disorderly, produces less fruit and is not a fun place to sit and enjoy.

THE BE RIGHT GAME OF LIFE

RULE #1: All actions come from a thought – whether conscious or subconscious.

RULE #2: Right thinking leads to right behavior = The Good things in Life \bigcirc

Wrong thoughts lead to destructive behavior = The Bad things in Life \odot

RULE #3: What I am unaware of controls me... as I cannot choose to change.

What I am aware of empowers me... as I can then choose to change.

RULE #4: In order to change behavior = find the lies and replace them with truth.

The mirrors for my personal behavior are other people I trust.

RULE #5: Personal and professional growth comes from transforming my mind by uprooting the lies and planting new truths or thoughts that will lead to my goals and my purpose in life.

DO RIGHT: THE GARDEN OF YOUR PRACTICE: Your practice should have a "collective mind" or way that the team thinks and operates that leads to effective systems, an efficient team, practice growth and profitability, and most of all a fun and enjoyable place to be for everyone who visits.

I. THE TECHNOLOGY FOR DELIVERING WOW CUSTOMER SERVICE:

DELIVERING WOW CUSTOMER SERVICE does not happen by chance. It begins with an honest self-evaluation. It is impossible to grow and to change if you do not first recognize your weaknesses. WOW Service must be done on purpose with a plan. It requires excellence in communications, management systems and scripts. It demands we train our staff members in the basics of customer service and hold them accountable to high standards when dealing with the customer. We must realize that the highest quality care is always one more effort and one more day of training away. Once we have arrived at the pinnacle of success, we must re-invent ourselves again and start all over in our quest to be the very best we can be.

Creating happy, satisfied customers who refer their friends!

	T.	THE TECHNOLOGY FOR	DELIVERING WOW CUSTOMER SERVICE: (CON
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- 1. There is but *One Main Idea* to Customer Service and the purpose of your practice: "Delivering the finest Quality and Service to our customers in such a way that their happiness shouts our praises to their family, friends and dentist."
- 2. The basis of all customer service is: S H T
- Throwing "Sparks" means "I Love You!"
- 4. Delivering W O W Customer Service means going the extra mile.
- 5. Nothing delivers more positive energy in the practice than a great Debanding Celebration.
- Contests and token programs are only as motivating as the team shows enthusiasm for them.
- 7. Coffee, tea and cookies gets to the heart of patient needs, but go beyond with summer ice cream.
- 8. To work with customers you must know the difference between Cat & Dog personalities.
- 9. The Customer is NOT always right ... but the Customer is always the CUSTOMER!
- 10. The two words, "I'm Sorry" with a little humility can win an angry customer back.
- 11. Proper handling *Moments of Truth* is vital to marketing and winning back unhappy customers.
- 12. Doing a little extra, especially for difficult guests, is part of the job.
- 13. Boo Boo gifts can do some healing when we blow it, especially when we are not on time.

II. THE TECHNOLOGY FOR ON-TIME -- DOCTOR TIME SCHEDULING:

"SUCCESSFUL PRACTICES DO IT WITH SCHEDULING"

THE PRINCIPLE OF LUCY: "You cannot hide the Chocolates Forever... Staying on Time Can Save You from a Future Disaster"

THE DEFINITION OF "ON TIME": Being *On Time* must not be judged by what a Medical Doctor does by keeping his/her patients waiting. Instead it should be defined by:

"Meeting or beating the reasonable expectations of the busy patient and parent in the timeliness of each appointment and in total treatment time."

MILLENIUM PRINCIPLES OF SCHEDULING:

- Schedule Assistants To Chairs
- 2. Schedule Valid Times
- Schedule Doctor Time
- 4. Schedule Assistant Time
- 5. Work The Same Day Every Day
- Use Codes for Ease Of Scheduling

DETERMINING SCHEDULING NEEDS:

APPOINTMENTS

What Types How Many Per Day How Long ** When is the Doctor Time

- 1. In marketing orthodontics, On-Time -- Doctor Time Scheduling is close to godliness!
- 2. You have a 90% greater chance of staying on time if you Template your Doctor Time.
- 3. Stop building the wait time into your procedures; instead build in break time every 60 minutes.
- 4. The average wait time for a patient should be less than 10 minutes and never longer than 20 minutes.
- 5. The Doctor will be at the chair within two (2) minutes of the time requested.
- 6. The shorter the appointment the faster they must get out!
- 7. No regularly scheduled patient should be kept waiting because of a poor cooperator.

THE TECHNOLOGY FOR ON-TIME -- DOCTOR TIME SCHEDULING: CONT.

- 8. Broken brackets should be able to be repaired within 5 minutes or less, with bonding trays set up.
- 9. Every late patient and walk-in will be seen, but not all the work has to be completed.
- 10. If you expect five extra visits a day, save spots for six breakages and repairs.
- 11. If you want to see four New Patients a day, Template for five a day.
- 12. If you are running a Template Scheduling system... You must fill in the codes as designed.
- 13. The assistant MUST be at the chair when the doctor gets there, unless she is on the way to the hospital.
- 14. Assign each assistant to a chair for the day along with a Patient Flow/Clinical Coordinator.

III. THE TECHNOLOGY FOR NEW PATIENT ENROLLMENT – RELATIONSHIP SELLING:

PERSUASION: "To give good advice in advance."

Who is the biggest winner, the practice or the patient/parent?

If we are truly professional, we will seek every legitimate means for persuading the prospect to take action to his benefit.

THE TREATMENT COORDINATOR: NOT JUST AN INFORMATION GIVER

The role of the Communications Coordinator is to service the account with excellent communications to patients and parents. These include: Warm greeting and personal contact at the examinations and consultations; Calling patients after Initial Bandings, for Progress Reviews, etc.; Writing notes and chatting with moms.

FOUR LEVELS OF SELLING:

Level 1: The Unconscious Incompetent Level 2: The Conscious Incompetent Level 3: The Conscious Competent Level 4: The Unconscious Competent

EXPECT A SALE, MAKE A SALE

The seller's expectancy has a direct bearing on the prospects decision. EXPECT EVERY TIME!

You are selfish if you don't ask for the sale, as the patient is the biggest winner!

Selling is an educational process as you give the prospect a reason to buy, an excuse for buying, or information so that he can act in his own best interest.

A professional salesperson delivers everything he/she promises. Our divorce rate would be much lower if men and women delivered what they promised while they were dating!

III. THE TECHNOLOGY FOR NEW PATIENT ENROLLMENT – RELATIONSHIP SELLING: CONT.

If you do not believe that your customers are losers if they don't buy, then you are selling the wrong product. You have to believe it to sell it. Honesty means we believe so deeply, so completely, so fervently in what we are selling that we can't understand why other people don't buy.

Your patients and parents are not going to buy cold hard facts. They will buy warm people and benefits... they will buy because of the RELATIONSHIP!

- 1. If you cannot get excited about the New Patient Visits... how will patients become excited?
- 2. Who the TC "is" can be far more important than what she says: Be warm and enthusiastic!
- The TC position is a "sales job," not simply an information giver.
- There is far more to selling orthodontics than starting the case.
- 5. New Patients need a quiet, comfortable and well-designed place for the exam.
- The doctor must also be warm and enthusiastic!
- The entire selling process must be scripted and the TC must follow the script!
- 8. Avoid too much talk about features and too little talk about the benefits of a beautiful smile.
- 9. A "Before and After" Album with your cases in it can be worth its weight in gold.
- 10. How will they know about your terrific doctor & practice... if you do not tell them?
- 11. Listening and responding to patient and parent concerns is a lost art.
- 12. Many starts are lost because the TC is not enthusiastically asking for the sale at the close.
- 13. Proper follow-up and recall will often pay off more than a team member's full salary.

IV. THE TECHNOLOGY OF PATIENT PARTICIPATION:

- 1. People who understand their responsibilities ahead of time, generally follow through on them.
- 2. Give it to them in writing or it is 50 times sooner forgotten.
- 3. Consistency and a small amount of discipline are necessary for a happy family of patients.
- 4. If you really love your patients, you will assign your worst cooperators to one assistant!
- 5. Sometimes you have to love your patients enough to go the extra mile and debond early.

THE TECHNOLOGY OF MOTIVATION AND THE TEAMWORK TRUTHS:

- 1. Praise, appreciation and recognition are fertilizers necessary for personal growth.
- 2. Throwing "Sparks" and "Silver Boxes" is a part of everyone's job, not just the leaders.
- 3. Perfection is a direction and not a place! Expectations are what kill relationships!
- 4. Stop the "Blame game" and start the "Let's Fix it!" game.
- 5. Staff Agreements are necessary to insure everyone is thinking the same way.

STAFF AGREEMENTS

We as a staff strongly desire to treat each other the way we would like to be treated. The following is my commitment to our team to do my best to make relationships a priority and to help create a warm, fun-filled office where we enjoy coming to work.

As part of this team I agree:

- 1. To treat others with care and respect, even when I disagree.
- 2. To take my problems directly to the person involved and gently help them to see how they can be a stronger team member in helping to build a more cohesive team.
- 3. To avoid gossip and only talk about negative things to someone who can help me with the issue or problem.
- 4. To be gracious in accepting criticism, recognizing that perspective rules the world, not reality.
- 5. To generously use the words "I'm sorry." Even if I do not feel I am wrong I realize that I could be the one who does not see clearly, and that if I am right, I can be gracious enough to allow my team member to "save face."
- 6. To manage the small conflicts before they become big ones, while also being willing to overlook an offense.
- 7. To be slow to anger, quick to listen and gentle in my responses.
- 8. To be a great team player by trying to do all of my work and ten percent of everyone else's work, including the things I do not enjoy doing.
- 9. To do my best to integrate every member on the team into a cohesive group that does not have major "cliques" and exclusions of certain staff members.
- 10. To do my best to leave my baggage of problems outside the front door each morning where I can pick it up at the end of a wonderful day, if I choose.
- 11. To choose to seek fairness not just my way, and to go further in trying to please others.
- 12. To make our practice enjoyable by treating others the way I would like to be treated and by giving praise and appreciation while keeping negativity to a minimum.

- V. THE TECHNOLOGY OF MOTIVATION AND THE TEAMWORK TRUTHS: CONT.
 - 6. Discipline is a healthy thing as it is the glue that holds the team together.
 - Looking through your charts for the day just to be sure there are no surprises.
 - Getting the recall, the follow-up and all the "not so fun" jobs done on time.
 - Staying late to finish up on a patient or project because it is necessary for the organization to be successful.
 - ❖ Doing your fair share, and a little more than your share of kitchen duty and clean-up.
 - Arriving on time for the morning huddle and taking care of yourself so you are not too tired to work with enthusiasm.
 - ❖ Holding your tongue when you know you are right just to insure that you don't embarrass another team member.
- BE RIGHT: THE GARDEN OF LIFE & RELATIONSHIPS: Perhaps the most difficult part of life is seeing VI. how to integrate the Garden of your Mind with the Garden of all of your Relationships. Is your Garden a place where others want to come and sit, relax and enjoy themselves partaking of the fruit of your life?

Relationships are the most important things in life.

Resolve conflicts quickly, and remember, the problem you see is often not the real problem.

Treat each relationship like a good gardener transplanting the acorn and its tap root.

Always remember! *Happiness is a choice not a set of circumstances*.

Unhappy people with bad attitudes "smell badly." "You smell today is the *Stinking Truth!*"

Happiness is the by-product of attaining your values.

The key to healthy relationships is: "I want to please you."

When things go wrong, and they almost always will, know how to get a relationship back on track with two little words, "I'm Sorry!"

The critical key to relationships is LOVE:

Love lives with an open hand holding onto the good and letting go of the bad.

Love affirms that the other person is worthy and important deserves our respect.

Love can often be spelled ... T I M E

Love forgives mistakes and overlooks an offense for the sake of the relationship.

Love says, "I want to please you"



www.kenalexander.com

Celebrating 30 Years of Over 500 Happy Satisfied Clients!

Ken Alexander with Millenium Management Services has been helping Orthodontists for more than 30 years to become more efficient, more profitable and have more enjoyment in their practice. Millenium offers many forms of orthodontic practice management consulting and will work with a practice on specific needs or a comprehensive implementation of all major orthodontic systems. We have over 500 happy, satisfied orthodontic clients in North America and Europe.

About Ken & Ryan Alexander

Ken Alexander, M. Div., Director

Ken Alexander is Director of Millenium Management Services and has 30 years of consulting experience working with over 500 orthodontic practices and lecturing to thousands more in North America and Europe. Ken delivers a wealth of practical information on scheduling efficiency, new patient enrollment, patient cooperation, team building, staff organization, customer service and marketing systems. He also works extensively with transitions consulting, practice valuations and office design.



Ken received a B.A. from Westmont College in Santa Barbara,

California and an M. Div. and four years of graduate training in psychology, communications, human relations and public speaking from Biola University, La Mirada, California. Ken is a polished lecturer who instills great motivation with a lecture style that is dynamic, practical and to the point.

K. Ryan Alexander, B.S., Consultant

Ryan joined the Millenium team three years ago after graduating from Biola University and has been fully trained in all Millenium systems and ideas. Ryan works with practices large and small, but has

Template Design

"How could I not sing Ken's praises when he single handedly took us to the peak of success!"

Dr. Thomas Dimassa, Lakewood, OH

a special following with newer orthodontists who are seeking a solid management and marketing foundation early in their careers. Ryan offers a very affordable alternative to any practice seeking to design solid systems, especially *New Patient Enrollment*, *Marketing* and *On-Time – Doctor Time Scheduling* with *Template Design*. Ryan brings to his consulting a wealth of knowledge, smarts and a fun and enjoyable personality.

Our Services

- -Doctor Time Scheduling
- -Patient Cooperation
- -Staff Management
- -New Patient Enrollment
- -Marketing
- -Customer Service
- -Office Design
- -Analyze Your Practice and Make Valuable Suggestions
- -Transitions Consulting: Buying, Selling and Partnerships

"Hiring Ken is the best money you can invest for your practice. His knowledge and insight will significantly impact your practice and your life. Please call me if you would like a personal recommendation."

Dr. Greg Kubik, Crystal Lake, IL

"I brought Ken in when I was experiencing early "burnout" seeing 60 patients a day and today we see 105 patients and I get to go home early. My staff has very clear objectives, and Ken has made our reputation in our community outstanding."

**Dr. Jon Golub, Ft. Lee, NJ*

Ken Alexander Management Services

kenalexander2@aol.com

6559 Windflower Drive, Carlsbad, California 92011

Tel. (760) 603-9251

Fax. (760) 603-9252