

Set Your Practice On Fire!

Increasing Production Through Proven Business Systems

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Chairman and CEO



Levin Group, Inc.



Baltimore, MD



Phoenix, AZ



Marseille, France

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Winston Levin



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Levin Group, Inc. – Brief Overview



Levin Group Consultants at our corporate headquarters

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Levin Group, Inc. – Brief Overview



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Levin Group, Inc. – Brief Overview



DrBicuspid.com Editor-in-Chief Tony Edwards said he was pleased that their readership recognized continued excellence.

"We are dedicated to providing the finest and most effective consulting to help dentists and teams achieve their goals."
– Roger P. Levin, DDS



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What's Happening In Dentistry...

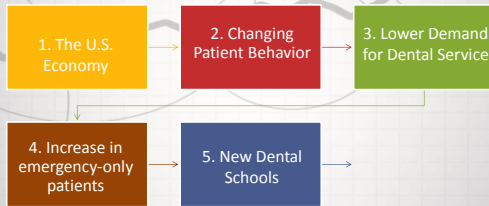
Good News:

Almost every practice has a 30-50% growth potential without increasing fixed expenses.

What's Happening In Dentistry...

What's Happening In Dentistry...

10 Permanent Game Changers



-Levin Group Data Center

What's Happening In Dentistry...

10 Permanent Game Changers



-Levin Group Data Center

What's Happening In Dentistry...

Current Practice Trends



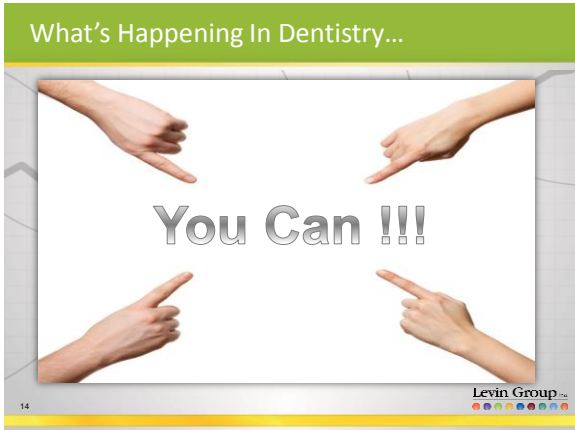
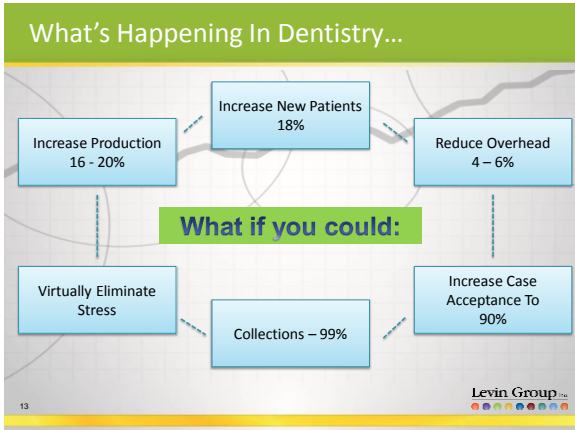
- Number of new patients
- Practice production (75%)
- Case Acceptance

What's Happening In Dentistry...

Current Practice Trends



- No-shows
- Accounts Receivable



Where To Begin



Where To Begin

It All Starts With Targets

1.	___ %	Of patients scheduled at all times
2.	___ %	New patients refer family
3.	___ %	Inactive patients reactivated
4.	___ %	Of all fees collected
5.	___ %	Overhead
6.	___ %	Increase in production

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Where To Begin

It All Starts With Targets

7.	___%	Patients refer at least one other patient annually
8.	___%	Maximum for no-shows
9.	___%	Case acceptance
10.	___%	Increase in income
11.	___%	Referrals
12.	___%	Of patient callers scheduled

TOTAL TARGETS = 25

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Where To Begin

It All Starts With Targets

Add \$8-10,000,000
in revenue over
next 20 years

Reach financial
independence
10 years earlier

Thousands of
practices are
doing it right now!

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The 10 Questions Assessment

Increasing practice production through proven business systems.

The 10 Questions Assessment

1. Will production grow by 18%
in the next 12 months?



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The 10 Questions Assessment

2. Is the practice collecting at least
\$1,000,000 per doctor?



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The 10 Questions Assessment

3. Is the schedule set up for per
chair production?



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The 10 Questions Assessment

4. Have proven best systems been implemented and are they documented?



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The 10 Questions Assessment

5. Has practice income increased every year for the last 5 years?



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The 10 Questions Assessment

6. Is overhead 59% or lower?



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The 10 Questions Assessment

7. Are collections 99% of adjusted production?



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The 10 Questions Assessment

8. Are team job descriptions extremely detailed and updated in the last 18 months?



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The 10 Questions Assessment

9. Are there clear targets written for each year?



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The 10 Questions Assessment

10. Does the practice perform regular performance analyses?



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The 10 Questions Assessment

“YES” Score:



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Case Study of a Levin Group Client

Increasing practice production through proven business systems.

Case Study of a Levin Group Practice

Practice Profile

1. Dr. Carl Peters in practice 19 years
2. Annual production of \$847,000
3. Married with three children moving toward college age
4. Four treatment rooms
5. Four-day-per-week schedule

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Case Study of a Levin Group Practice

Doctor's Goals

1. Return practice production to positive growth
2. Position practice to better compete
3. Save for kid's college and his retirement

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Case Study of a Levin Group Practice

Practice Analysis

1. Two large national chains opened offices within one mile of Dr. Peters
2. New patients declined in last two years by 23%
3. Reported high stress level
4. There were no documented systems
5. Long-term staff focused on maintaining the status quo

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Case Study of a Levin Group Practice

Practice Analysis

6. Doctor had enrolled in two new insurance plans without acquiring many new patients
7. Practice was below the 70th percentile in many key Levin Group targets
8. Open time in the schedule
9. No-shows at 4.3%
10. Case acceptance below 50% for cases >\$1,500

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Case Study of a Levin Group Practice

Practice Analysis

11. Production had declined by 11.6% in last two years
12. **Analysis projected deeper decline of 8% within 12 months**

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Case Study of a Levin Group Practice

Consulting Implementation

1. Clear vision statement established
2. Set 12 measurable goals to achieve in 12 months
3. 23 targets were established
4. New *Power Cell Schedule* was mathematically designed and implemented

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Case Study of a Levin Group Practice

Consulting Implementation

5. All new systems were documented with checklists for detailed staff training
6. Overdue patients went from 4.9% to < 2% within 90 days
7. No-shows decreased to < 1% within 90 days

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Case Study of a Levin Group Practice

Consulting Implementation

8. Staff became energized about new systems and clarity around their jobs
9. Daily Business Meetings and Monthly Business Reviews were implemented
10. Scripting was developed for all routine conversations

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Case Study of a Levin Group Practice

Consulting Implementation

11. A scientific internal marketing program was implemented increasing patient referrals within 60 days
12. Program to remind patients to post reviews resulted in 12 positive reviews in first 30 days

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Results



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Case Study of a Levin Group Practice

Doctor Quote

"When the competition opened just down the street I had no idea what we were going to do in order to survive.

Now that we have excellent systems in all areas of the practice, our staff has huge confidence and is regularly hitting their targets. We love coming to work and have a lot of fun again!"

- Dr. Peters

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The Power of Analysis

The Power of Analysis

"All business changes start with analysis. Anything else is a mistake!"

- CEO, Fortune 500 Company

- Analysis tells you where you are and how far you can go.
- What's your real potential?

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The Power Of Analysis

The Starting Point of all Change

"All change should begin with analysis. Anything else is a mistake."

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The Power Of Analysis

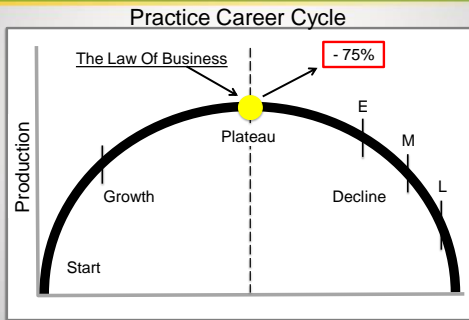
Identify Potential Inflection Points



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The Power Of Analysis



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The Power Of Analysis

Top 5 Concerns of Dentists:

- 1. Increasing or maintaining practice production
- 2. Declining insurance reimbursements
- 3. Production per new patient
- 4. Increasing no-shows
- 5. Ability to reach financial independence

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The Power Of Analysis

3 Results of Excellent Systems

1. Production increases of 30 - 50%
2. Revenue increases of \$8 - \$10M over 20 years
3. Reach financial independence 10 years earlier

Do you really have to work until you are 70?

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The Power of Analysis

Where Do You Want To Be?

Production Year 1: \$ _____

Production Year 2: \$ _____

Production Year 3: \$ _____



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The Power of Analysis

What Could Keep You From Getting There?

1. _____
2. _____
3. _____
4. _____
5. _____

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Case Study Of A Levin Group Client

Increasing practice production through proven business systems.

Case Study of a Levin Group Practice

Practice Profile

1. Dr. Frank Edwards in practice 7 years
2. Annual production of \$825,000
3. Five staff members
4. Four treatment rooms
5. Four-day-per-week schedule

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Case Study of a Levin Group Practice

Practice Analysis

1. No systems documentation or scripting in place
2. Scheduling at 65% of production capacity
3. 71st percentile on 20 Levin Group Targets
4. Decline in:
 - Average production per patient
 - Average production per new patient

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Case Study of a Levin Group Practice

Practice Analysis

5. New patient decline of 12% over previous year
6. One insurance plan, representing 17% of patients, reduced reimbursements by 18%
7. No-shows increased 2%
8. Practice Performance Matrix "Yes" score was 9 out of 27 (33%)

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Case Study of a Levin Group Practice

Practice Analysis

9. Overhead was 8% over target
10. Case acceptance rates were declining
11. Only 90% of new patient callers scheduled appointments
12. No internal marketing program to increase new patients
13. No clear financial option protocol and scripting

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Case Study of a Levin Group Practice

Practice Analysis

14. Production had declined by 9%
15. **Analysis projected deeper decline of 9% within 12 months**

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Case Study of a Levin Group Practice

Consulting Implementation

1. Three-year vision statement was created
2. All major systems replaced over 12 months
3. 22 Targets established with benchmarks and deadlines
4. New *Power Cell Schedule* was mathematically designed and implemented

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Case Study of a Levin Group Practice

Consulting Implementation

5. Team trained in scripting
6. Team trained in sales methods to promote all services to patients with consistency
7. Ten-minute *Daily Business Meeting* established with 15-point agendas
8. Monthly 2-hour *Business Review* meeting established with leadership and training

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Consulting Implementation

9. Patient satisfaction survey
10. Fifteen internal marketing strategies
11. New patient phone call redesigned to schedule 98% of patients
12. Financial Coordinator trained in financial options, negotiation and scripting

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Case Study of a Levin Group Practice

Consulting Implementation

13. Dr. Edwards and staff trained in professional selling skills to increase case acceptance
14. Three-step system implemented to reduce no-shows
15. Staff reported 67% increase in confidence

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Case Study of a Levin Group Practice

Results



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Case Study of a Levin Group Practice

Doctor Quote

"We achieved the goal of increasing production and, just as importantly, our quality of life has gotten significantly better.

Our practice is running like a Swiss watch."

- Dr. Edwards

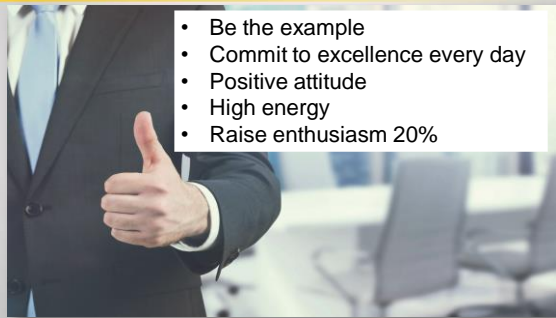
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Everyone Is A Leader

Increasing practice production through proven business systems.

Everyone Is A Leader



- Be the example
- Commit to excellence every day
- Positive attitude
- High energy
- Raise enthusiasm 20%

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Everyone Is A Leader



- Be on every day
- Look for reasons to appreciate, recognize and compliment others
- Good leaders are goal setters

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Goal Setting

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Goal Setting

The 4 Keys To Goal Setting



1. Written
2. Deadline
3. Measurable
4. Expert

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Goal Setting

Highly successful dentists surround themselves with experts.



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Goal Setting

Experts...

1. Achieve your goals 5-10 times faster.
2. Achieve your targets 5-10 times faster.
3. Provide immediate expertise with no learning curve.
4. Overcome obstacles.
5. Eliminate stress.
 - ✓ Make it someone else's problem
 - ✓ N.M.P.

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Goal Setting

	Goal	Deadline	Measurement	Expert
1.	Conduct analysis	30 Days	Understand practice current state	Levin Group
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				

Principles of Scheduling

Principles of Scheduling

Doctor = 75% of production

- Hygiene _____
- New Patients _____
- Emergencies _____

Hygienist = 25% of production

- Includes diagnostics and treatment presentation

Principles of Scheduling

- Focus on production per chair scheduling
- Production only happens in a chair
- Unfilled chair time can never be recovered

Principles of Scheduling

OVERVIEW:

- The goal is to maximize the potential of each chair
- The schedule has to be constantly analyzed and adjusted

Principles of Scheduling

Power Cells:

1. Power Cells = Production Cells
2. Power Cells = Predictability
3. Power Cells = System Implementation
4. Power Cells = Lower Stress

Principles of Scheduling

Power Cell Scheduling™

1. 80% of day in Power Cells
2. Mathematically analyze production factors
3. Daily:
 - AM – Major production – 65%
 - Early PM – Minor production
 - Mid PM – New patients and consults
 - Late PM – Minor procedure time



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Principles of Scheduling

Power Cell Scheduling™

4. Schedule new patients 20 minutes early
5. Schedule large cases within 7-10 days
6. Conduct procedural time studies
7. Systems for managing emergency and late patients

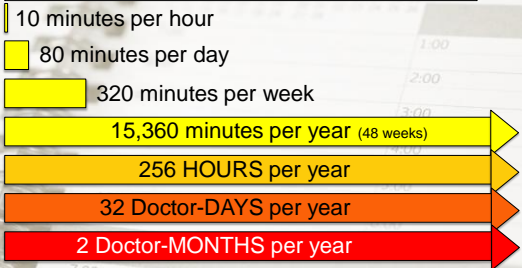


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Principles of Scheduling

What is the value of 10 minutes per hour?



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The Power Of Scientific Marketing

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The Power of Scientific Marketing



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The Power Of Internal Marketing

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The Power of Internal Marketing

10 Ideas For Internal Marketing

1. Implement 15 internal strategies at all times
2. Increase referrals of families



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9 Ideas For Internal Marketing

3. Re-write script for new patient phone call
 - Build value
 - Build trust



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9 Ideas For Internal Marketing

4. Staff training and interpersonal relations
5. Design some programs for fun
6. Design patient education programs



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9 Ideas For Internal Marketing

7. Create a patient communication program outside of in-office visits
8. Set up contests to win dental related items
9. Ask for referrals



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WOW Customer Service

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WOW Customer Service

1. WOW every patient
2. Exceed patient expectations every time
3. Respect people's time
4. High-energy office
5. Positive attitude culture



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WOW Customer Service

6. Engage patients in personal conversation
7. Focus completely on the patient
8. Show true appreciation to every patient
9. Guide patients through the insurance maze
10. Do **whatever** it takes!



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Comprehensive Online Marketing Essential for the Future

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Comprehensive Online Marketing Essential For the Future

- Website design and SEO is not comprehensive online marketing
- Comprehensive online marketing is a critical factor in practice success



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Comprehensive Online Marketing Essential For the Future

Key Things To Know About Comprehensive Online Marketing

- Real data about how patients find the practice
- Who is researching you and where
- Where is your practice listed?
- Where is your practice not listed?

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Comprehensive Online Marketing Essential For the Future

Key Things To Know About Comprehensive Online Marketing

- What is your SEO position?
- Is your website design effective?
- Can potential patients easily find your contact information?

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Comprehensive Online Marketing Essential For the Future

Key Things To Know About Comprehensive Online Marketing

- Do you know how to respond to bad reviews?
- How do you ask for good reviews?
- Is the practice info on all local directories?
- Is the website sized for mobile?

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Comprehensive Online Marketing
Essential For the Future

Key Things To Know About
Comprehensive Online Marketing

- Can you keep up with change by Yelp, Google, etc?
- Do you write blogs?
- Do you have video on your website?
- Are you invited to local organizations?

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Comprehensive Online Marketing
Essential For the Future

Key Things To Know About
Comprehensive Online Marketing

- Comprehensive online marketing is not offered by most website and SEO companies
- You have to have it all!

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Comprehensive Online Marketing
Essential For the Future

8 Internet Marketing Tactics

1. Make your website unique to your practice
2. Ensure that your website is easy to use
3. Create "Sincere Content"
4. Proactively manage your local profiles

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Comprehensive Online Marketing
Essential For the Future

8 Internet Marketing Tactics

5. Engage with happy patients and ask them for reviews
6. Develop connections with your local community online
7. Be where your patients are – be active on social media
8. Mobile – make your information easily accessible

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Maximizing Practice Potential

"What the mind of man
can conceive and believe,
it can achieve."

- Napoleon Hill, 1937
Think And Grow Rich

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Thank you

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