

UPE Gold!

Being the #1 Best Dental
Office in your area.

World Class Service.

Issue #2. April 2017



Where is David Speaking?

- 29th April Danish Dental Association.
Copenhagen Denmark.
- 2nd June Aloft Chicago City Centre
Hote. Chicago USA
- 2nd Sept. The Midland Hotel
Manchester UK

Welcome to UPE Gold!

Welcome to the UPE Gold Membership Newsletter.

A place where I will be sharing some of the real intricacies about providing great Customer Service to our valued dental patients that is truly World Class.

The Newsletter will include some articles I have written from the previous month, along with articles from the vault that I have written in the past that provide an insight into better Customer Service principles along with better business principles.

David's Practice Location

Dentists often asked me, "David, I bet you had great street frontage to do those numbers... We were three floors up and no street signage....and up against streetfront dentists in both directions.





Templating Your Dental Day to Financial and Emotional Nirvana

Probably the easiest way for a Dental Office to improve their Production and Collections is to Template the Appointment

Templating is simply mapping out and stenciling the day, or week, so that certain procedures are allocated to certain times each day, or week.

The purpose of a well constructed template is to give the appointment book structure and reason.

A well structured appointment book has the following benefits:

Flow.

Primarily, knowing what type of appointment needs to go where helps dramatically with the flow of patients and instruments throughout the day. Conversely, an unstructured appointment book, at b

est creates dental entropy, and at worst, is just sheer havoc, or bedlam, for the doctor and team.

Financial surety.

Appointment books need to be structured to ensure that sufficient income is earned by the dental office for the day, or week. I'm hoping this is not a revolutionary concept for your office. On the flip side, an unstructured appointment book can lead to days, weeks and months of busy-ness, without paying the bills. We all know those days....chasing our tails, short appointments backed up on top of each other.....and when you get to the end of the

day, you've not even covered your wages and salaries...Stack several of these days back to back...and guess what? You're a mess...An emotional mess and a



financial mess!!

Balance.

A balanced appointment book has a comfortable mix of pleasant procedures, and is not weighted unfavourably in any direction. For example, the hygiene day should be balanced

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with appropriately placed regular recare hygiene maintenance appointments, perio only appointments as well as new patient first visit appointments. Additionally, the Doctor's day should not be overweighted with short consultation appointments, or with crown and bridge seating appointments. The Doctor's day should have an equal number of seat appointments to crown preparation appointments.

Coordination.

Not only does each service provider need to have a balanced day,

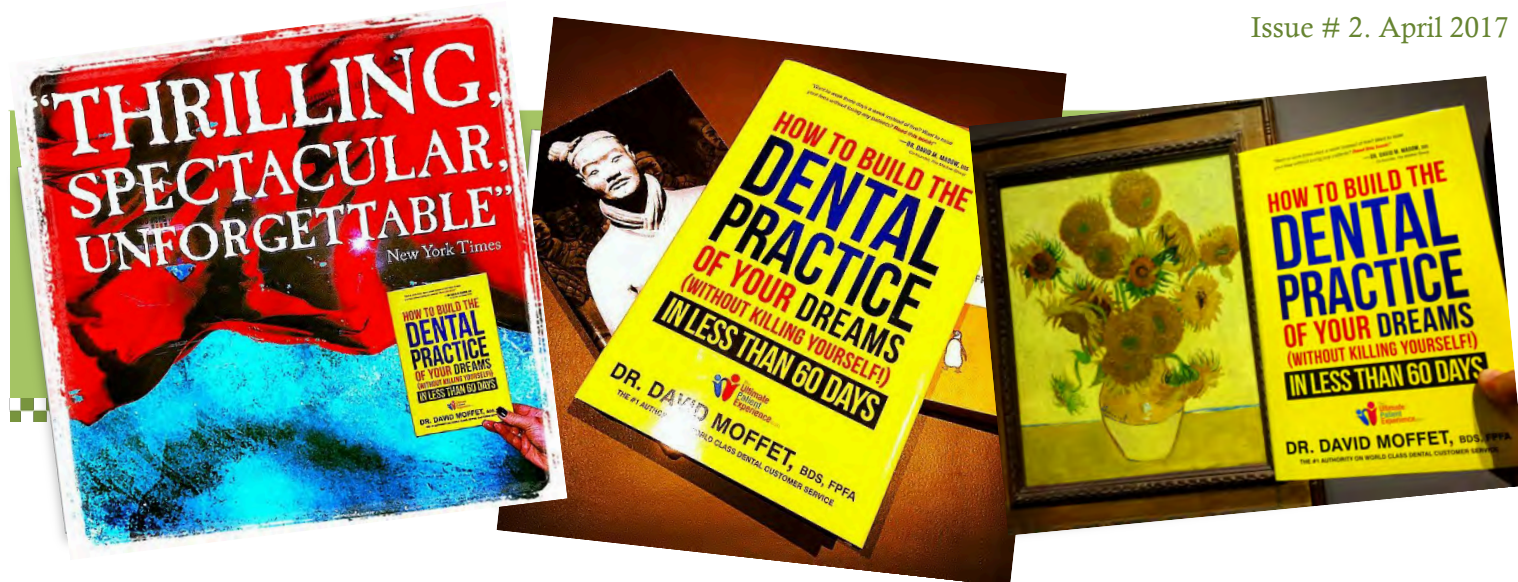
there needs to be consideration that unintentional log jams are not created by careless scheduling. For example, root canal therapy or other procedures involving rubber dam, should not be scheduled at times where the dentist is required to leave the patient for hygiene checks in other rooms. Nor should hygiene checks be called while the dentist is doing new patient long consults, or implant procedures...all common sense really.

The Hot Towel.....

One of the things that I am proud of "inventing" at my Western Sydney Dental Office was the use of the warm or hot towel in the treatment room for the patient at the end of each appointment. The hot towel is one of the easiest ways for

every dental office to differentiate itself from their local competition. This is because as I say, it's easy to do, but also easy NOT to do. Let me explain. In each treatment room at Active Dental we have installed a very small, inexpensive

microwave oven. Something like \$58.00 from your local discount retailer. Small is good. The microwave is positioned on the dental assistant's side of the treatment room. We purchase, by the thousands, individually packaged and sealed



THE BIG YELLOW BOOK

HOW TO BUILD THE DENTAL PRACTICE OF YOUR DREAMS
[WITHOUT KILLING YOURSELF] IN LESS THAN 60 DAYS

Have you read my #1 Amazon best selling book?

Released in April 2015, this simple Yellow Book has been a #1 Amazon Bestseller on and off, each and every month for most of the last two years. The book is jam

packed full of great useful tips that any dentist can implement immediately into their practice and have in instant improvement. The book is easy to read and presented in a semi-autobiographical flavour. It highlights

my journey into business ownership along with my early struggles and tribulations. The book, affectionately known in the profession as “The Big Yellow Book”, has received rave reviews from dentists

www.buidingyourdreampractice.com

around the world as well as from colleagues in the dental speaking and dental coaching professions. If you haven't read the book then you need to: simply buy online

at
www.buildingyourdreampractice.com

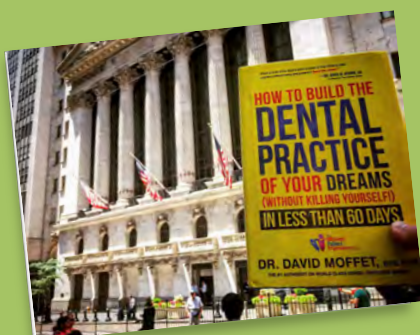




I will be presenting
The UPE Workshop
in Manchester UK
September 2

Want to attract more New
Patients and keep all of them in
your practice?

You need to be in Manchester
in September to hear all about
the best ways of doing all this.



I will be presenting
The UPE Workshop
in Dallas Texas
November 3

Want to attract more New
Patients and keep all of them in
your practice?

You need to be in Chicago in
June to hear all about the best
ways of doing this.

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cloth towels, that can be warmed in the microwave. These towels cost us something like fifty-seven cents each!! So here is what happens.

At the completion of treatment, the dentist presses the button to raise the chair from the supine position. At the same time, the dental assistant presses the Start button on the microwave, which has been preset to warm the towel (previously placed inside it) for all of ten seconds.

When the chair hits the upright position, the dental assistant assists the patient with their cup and any rinsing that the patient needs to do. Following this, the dental assistant reaches to the microwave oven and removes the now heated, warm towel. The dental assistant then presents the warm towel to the patient, by opening the top of the sealed packet to assist the patients access to

the towel, and says to the patient: "Here's a nice warm towel to wipe your face, if needed..." It is dramatically remarkable how many patients comment on this simple inexpensive option that concludes each appointment. Comments we hear include:
"it's just like flying first



class", or
"It's like being in a Chinese restaurant".... Patients now expect this simple, inexpensive point of difference as a pleasant conclusion to their appointment for dental treatment. Remember: Easy to do. Easy, not to do....



The Ultimate Patient Experience Workshop comes to Chicago June 2nd

Email me: david@theUPE.com for details

Aloft Chicago City Centre Hote. Chicago USA

For all your information visit:

<http://www.theUltimatePatientExperience.com>



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