

# THE TOP HABITS OF ELITE DENTAL PRACTICES

Are you living the life of the typical dentist in a chaotic and dysfunctional atmosphere?



## OPERATIONAL SYSTEMIZATION

Dentistry can be a very stressful profession. The dentist/practice owner is expected to manage and lead a team of employees and run all aspects of the associated business while simultaneously providing exceptional dental care to patients who often have unrealistic expectations.

Most dentists are thrown into business ownership without any formal business training. The misconception that the financial side of the practice will take care of itself could not be further from the truth. Without careful planning and the implementation of predictable business systems, any dental practice is destined to struggle — regardless of how clinically skilled the dentist may be.

Dental practices often underperform because they lack effective operational, cash-flow and overhead control systems. Additionally, their internal and external marketing is inconsistent and their patient-retention systems are non-existent. The good news is that in most cases, income can exponentially increase and stress and work hours can significantly decrease with the addition of clearly defined protocols.

In this content-rich presentation filled with “implementable” strategies, Dr. Mark Costes shares the lessons that he has learned while building six successful dental practices and working with practices all over the globe. He uncovers the importance of building a systems dependent versus a staff dependent practice and how creating the right foundational structure can lead to exponential growth in any practice.

## LEARNING OBJECTIVES

**Illuminate the top five reasons why dental practices underperform**

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**Learn a process for redefining your organization’s foundational principles**

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**Understand the elements of an effective Operation’s Manual and how to use it as a guide for increasing the effectiveness of each member on the team**

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**Acquire the skills to assemble protocol sheets and accountability agreements that serve to decrease the chaos and improve the flow of any dental practice**

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**Gain the formula for experiencing unprecedented growth and success in the new economy**

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**Define the true organizational structure of your practice**

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**Uncover hidden leadership potential and discover how cultivating this character trait can propel any practice to its highest potential**

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## SUGGESTED ATTENDEES

Dentists | Team Members

## SUGGESTED FORMAT

Up to 3 hour | Lecture | Workshop | Keynote



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