



21

# Key Systems

**to Improve  
Your Dental  
Practice**

How to end the  
frustration, get  
your team on  
board and  
systematize your  
practice to  
increase profit

with Dr. Terri Pukanich, Founder & CEO of

**DENTAL BOSS** *Lady*

# Hello!

**Thank you so much** for downloading this free guide! It's time to take the first step in building the practice you've always wanted. This guide will help you **release your frustration**, give you some time back and give you the hope you deserve to be **truly fulfilled in your dental career**

I created this for the dentist who knows **there is more to practice than the 9-5 grind** but who is feeling overwhelmed with where to start.

- ★ I know you want a better team.
- ★ I know you want to make **more money**.
- ★ I know you want **better and more efficient systems** to run your practice.
- ★ **It's time to get off the hamster wheel and start having fun in practice!**

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This guide will provide you with some of the **tools and resources you need to take action on the next steps** that will get you to where you want to go. It's time to begin your journey to the practice you have always wanted but never knew how to get.

I know how it feels to be frustrated with your practice. I know how hard it can be to implement changes. I was there just a few years ago. I was afraid, overwhelmed and always felt like I didn't have enough time. I know you understand - being a dentist is hard!

### **This guide will help you:**

- ✓ Have hope that there is a better way
- ✓ Create a dental dream team
- ✓ Structure your practice for success with systems
- ✓ Define what type of leader you want to become

This guide starts with the **21 Key Systems to Improve Your Practice**. I have also included the **5 Key Elements for Change** to consider how to implement change in your practice.

# Make *Friends* with frustration

**Frustration must be embraced.** It is the single word I hear dentists use most when it comes to describing their practice and if used correctly it will lead to great breakthroughs. No great systems that exist in my practice today came about because everything was hunky dory - they were born out of frustration.

What are you **MOST** frustrated about in your practice?

Drill deeper... (haha get it?) **what about these aspects** of your practice frustrate you?

# 21 *Key Systems* CHECKLIST

These are the **21 systems** I use to decrease frustration in my practice. **Take note of the ones you don't already have** in place so that you can implement them and start reducing your frustration!

- ☐ Clearly defined practice mission, vision and core values that inform every action your team members take
- ☐ Effective morning meetings that have purpose, that team members actually want to attend
- ☐ Daily production goals that the team is engaged in
- ☐ Daily priorities for each team member
- ☐ Daily chart audits for all patients completed by every team member
- ☐ Clearly defined check out and exit strategy to ensure next visits are scheduled
- ☐ Recall strategy
- ☐ System for scheduling to production goals
- ☐ Hygiene pre-scheduling
- ☐ Periodontal care protocol
- ☐ Emphasis on same day dentistry
- ☐ Strategy for overdue and outstanding treatment
- ☐ Quarterly team meetings that focus on possibilities and goal setting rather than problems
- ☐ Leadership development and coaching to encourage high potential team members
- ☐ Performance evaluations that you use and make a difference to team performance
- ☐ Daily reports on your KPI's to ensure profitability
- ☐ Marketing strategies to drive referrals and create raving fans
- ☐ Track and know how to use case presentation statistics
- ☐ New patient protocol that creates an experience second to none
- ☐ Community engagement strategy – giving back is KEY!
- ☐ Team wellness and recognition program



# 5 Key Elements for implementing change

## 1. Develop your inner DENTAL BOSS Lady

These are the traits of a successful Dental BossLady. Identify which traits you already have and which traits you need to work on to help focus your professional development. Please rate yourself from 1 (totally lacking) to 10 (amazing!) in the following areas:

### Confidence

circle one: 1 2 3 4 5 6 7 8 9 10

You walk into your practice every day feeling on purpose. You own your decisions and know exactly how to get what you want.

### Leadership

circle one: 1 2 3 4 5 6 7 8 9 10

You know how to motivate, inspire and advance your team toward your Vision and Mission. You develop your team to be leaders themselves.

### Communication Skills

circle one: 1 2 3 4 5 6 7 8 9 10

You clearly communicate with your team about their roles and the direction you want your practice to go. Your patients are clear about their next steps.

### Positive Outlook

circle one: 1 2 3 4 5 6 7 8 9 10

You are the most positive person on the team and are able to see the opportunities that exist even when the practice faces challenges.

### Clinical Skills Development

circle one: 1 2 3 4 5 6 7 8 9 10

You are continually learning and developing your clinical skills so you can serve your patients and the practice by keeping all dental services in house.

### Community Focus

circle one: 1 2 3 4 5 6 7 8 9 10

You get out in the community to talk about what you do (even if it's uncomfortable). You offer promotions and participate in charitable events.

### Determination

circle one: 1 2 3 4 5 6 7 8 9 10

You learn from others who have paved the way and are willing to ask for help in order to take your practice to the next level. You can be a hard ass when it benefits your team, your patients and your practice.

### Business Acumen

circle one: 1 2 3 4 5 6 7 8 9 10

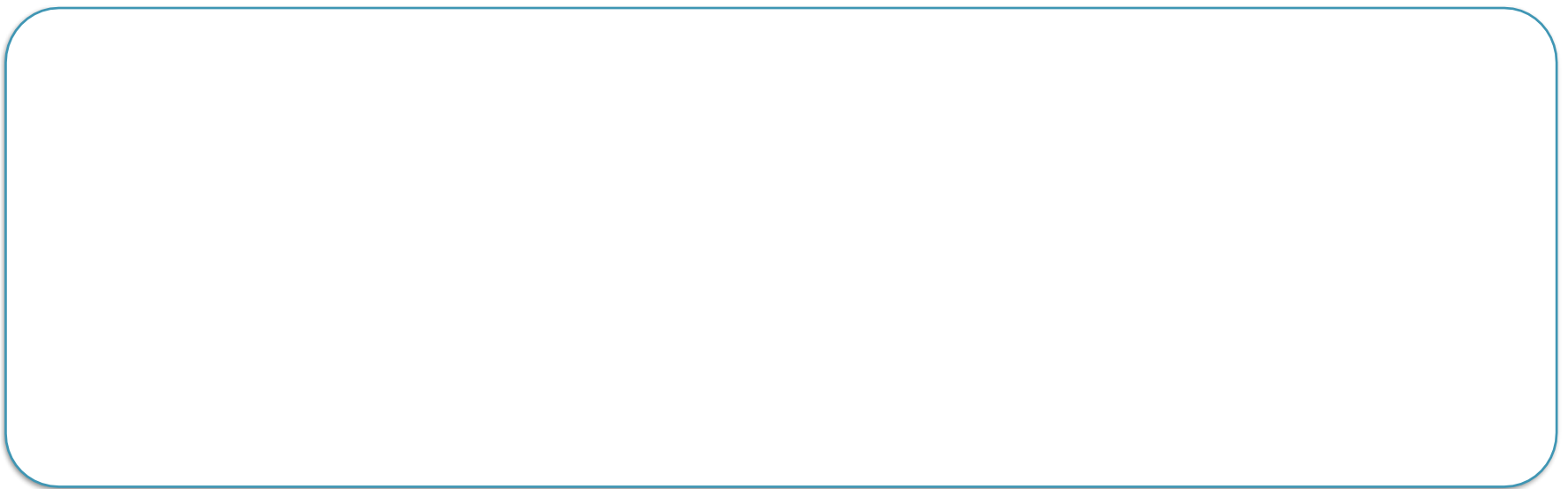
You know when to take off your dentist hat and put on the CEO hat. You are focused on the numbers in your business because you know the numbers are critical to the success of the practice.

## 2. Know your Why

Everybody has a WHY. For so many dentists - we go to dental school to do one thing - dentistry. That is WHAT we do. But few dentists know why they do it.

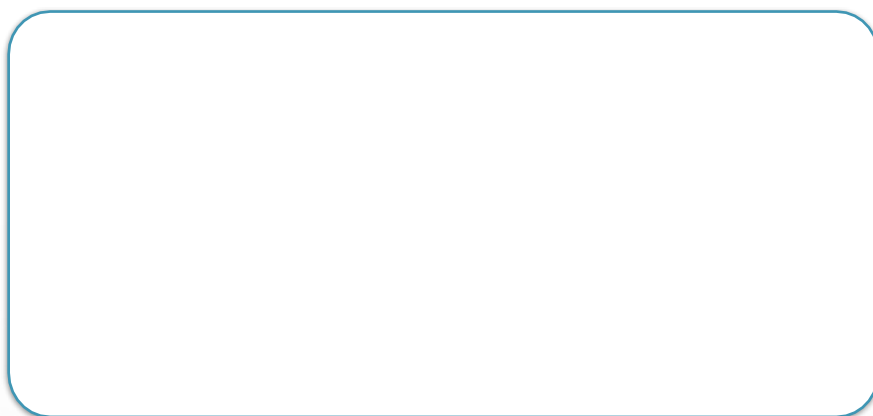
**Your “WHY” is what inspires you and is vitally important to staying fulfilled in practice.** Honestly, there is so much more to this career. YOU have such power to impact a huge community of people around you in so many different ways.

**What is your WHY?** You may have a couple of different reasons why you do what you do.

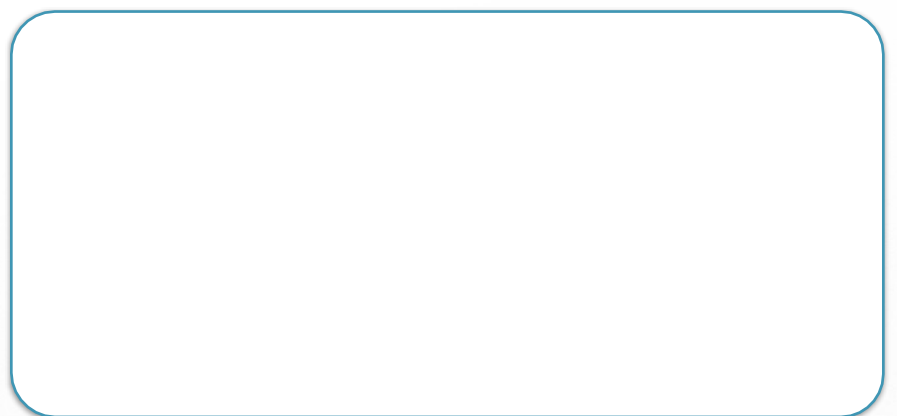


**How will your success affect:**

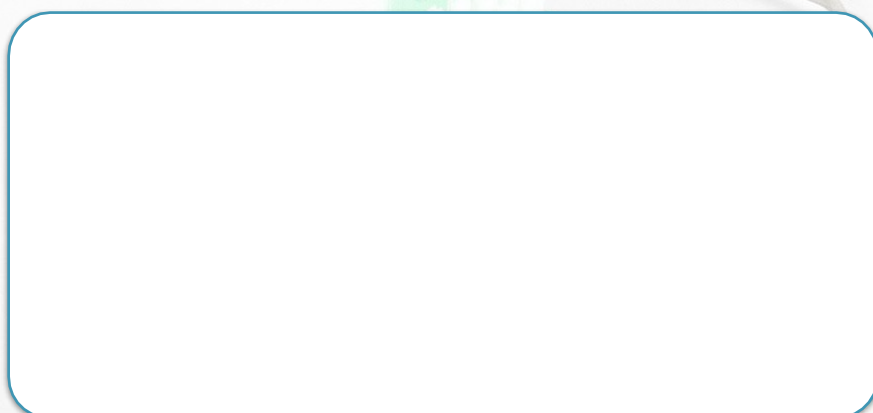
... your family?



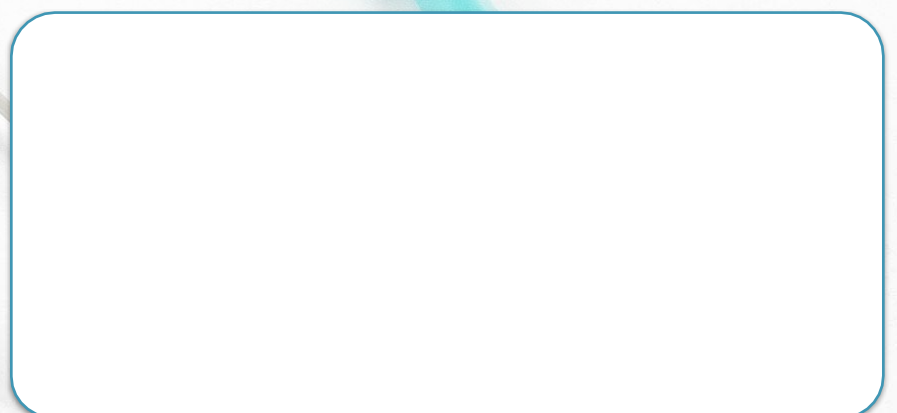
... your team?



... your community?



... how you feel about yourself?



### 3. Define your Dental *Dream Team*

How do you imagine your team operating on a day to day basis? Before I created my team I would daydream about the freedom I would have if everyone on my team was performing at a super high level.

What does your dream team look like?

In an ideal world, what does being a leader in your dental practice look like to you?

#### *Check up!*

Never                  Rarely                  Sometimes                  Often                  Always

Does your team **meet your expectations** on a regular basis?      ☐                  ☐                  ☐                  ☐                  ☐

Does your team **engage in your WHY & core values**?      ☐                  ☐                  ☐                  ☐                  ☐

Does your team view you as an **effective leader**?      ☐                  ☐                  ☐                  ☐                  ☐

Do you feel **confident in your ability to motivate** your team?      ☐                  ☐                  ☐                  ☐                  ☐

Do you have a **detailed job description** for each role in your office?      

No                  Yes

☐                  ☐

## 4. Practice with Gratitude

**Being grateful is key** to achieving the practice you've always wanted.

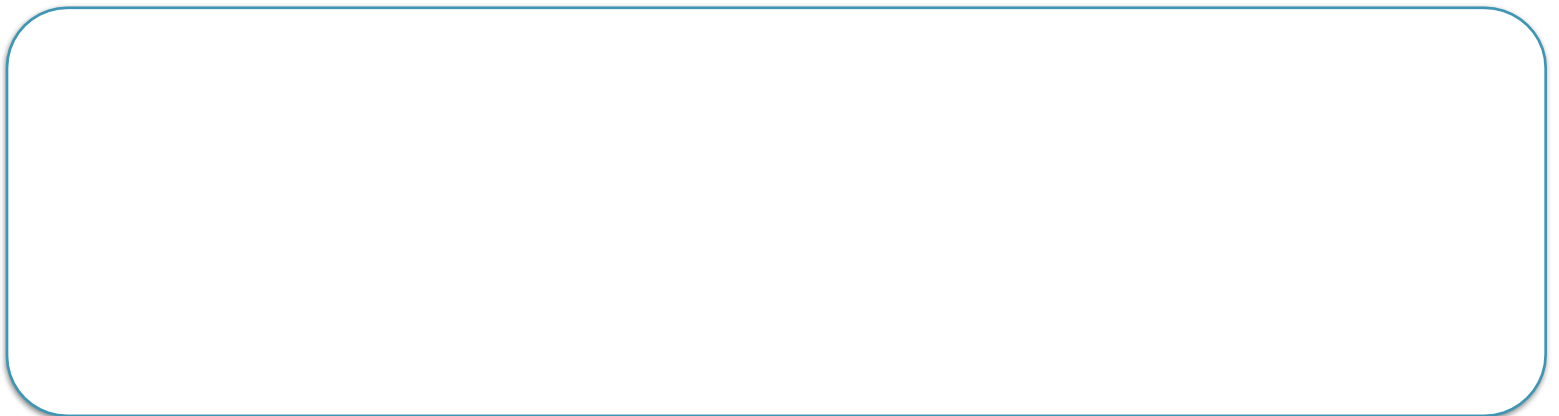
Starting now, begin each day with a list of 3 things you are grateful for in your practice. What has gone well today? What systems are working? Did you have an interaction with a team member or patient that really motivated you?

No cheating! You cannot use the same 3 things every day.

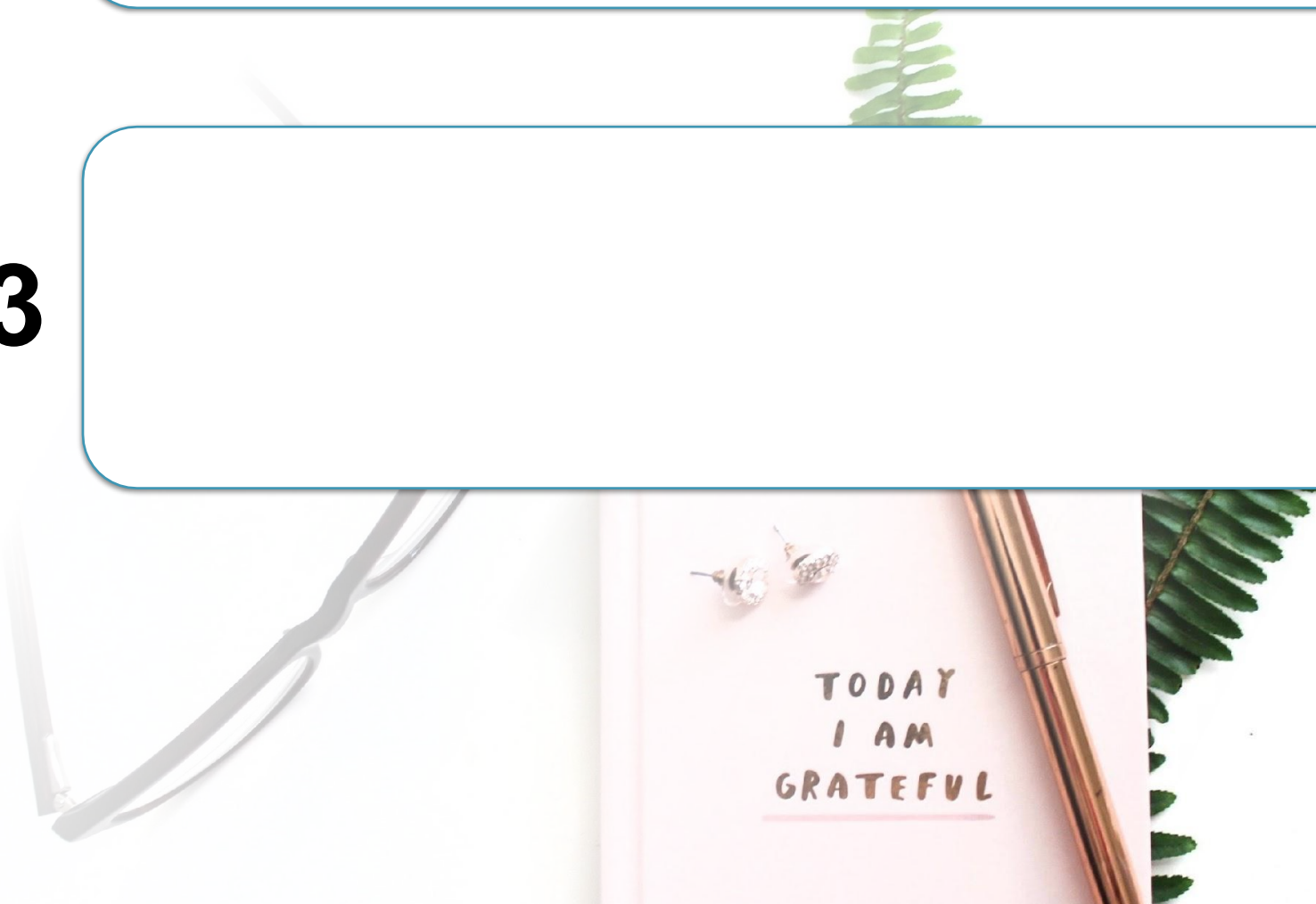
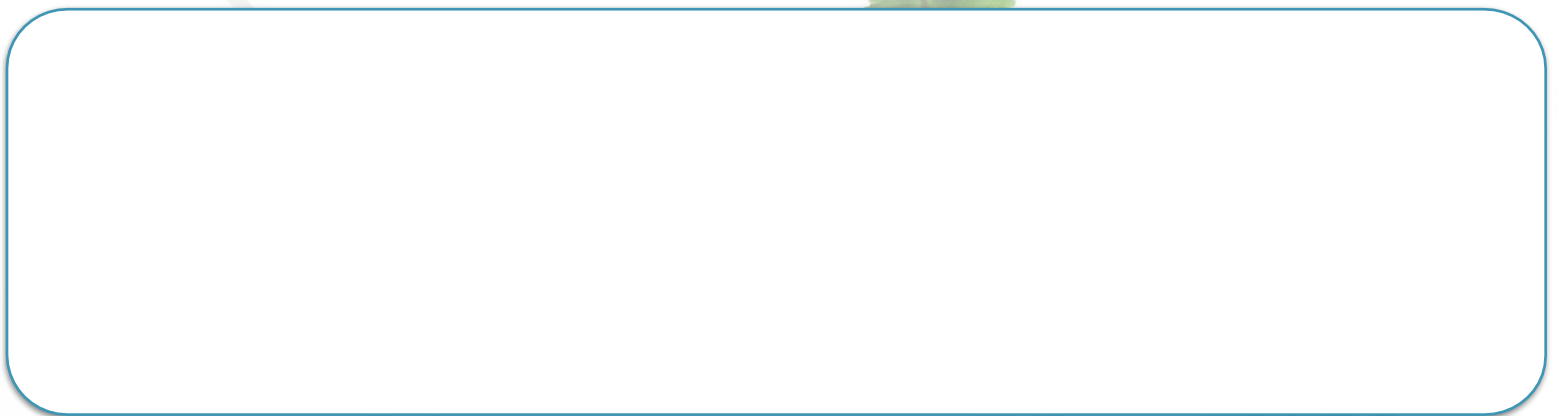
#1



#2



#3





## 5. Get Support

Join the **Dental BossLady Leadership Academy** to **get help from Dr. Terri Pukanich** who already leads a dream dental practice. Go to [www.dentalbosslady.com](http://www.dentalbosslady.com) to find out more.

This is a group of amazing Dental BossLadies who like you are determined to achieve the practice they've always wanted! It's a supportive environment where you'll find **tips, leadership development, management tools, coaching**, and have the opportunity to ask practice-specific questions.

The women in the group are going through the exact same struggles as you are! You don't have to spend millions of dollars on coaching like I did.



Just join the leadership academy! There's no better time than **NOW** to build the practice you've always wanted.

**Hi! I'm Dr. Terri Pukanich**

CEO and Founder of **DENTAL BOSS** *Lady*

I help women in dentistry create a profitable and fulfilling practice while having more fun and making more money.