

Bentson Clark reSource

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A Quarterly Publication For Students

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Addressing the issues that are important to all orthodontists, their practices, and future endeavors.

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Pediatric Dentistry and Orthodontic Partnerships

By: Chris Bentson

For many years, pediatric dentists have dabbled in providing orthodontic services to their patients. Much of the orthodontic work they provide commonly fits into the category of Phase I treatment. However, over the last decade, an increasing number of pediatric dental practices have hired either part-time or full-time orthodontists to provide a full array of comprehensive orthodontic services to their patients. Young orthodontists, who are laden with school debt and not finding other opportunities, have filled a large percentage of these associate relationships with either corporate pediatric entities or solo and small group pediatric practices. The April 2014 edition of the AAO's *The Bulletin* (Volume 32, Number 2) published the following remarks regarding graduating residents entering employment in corporate settings: "Results of the 2012 AAO Member Practice Environment Survey indicated nearly 32 percent of members in practice for less than five years entered the specialty as employees of large corporations and multidisciplinary practices offering orthodontic services."

The intention of this article is to review the demographics of both dental specialties, discuss options for working together and identify the business risks of working with pediatric dentists. As more pediatric dentists enter the marketplace, opportunities to work together will increase. Nevertheless, the choices individual orthodontic practices make in this area will need to be carefully considered.

Future Trends in Orthodontic Office Design

By: Joyce Matlack

As an orthodontist or graduating resident, you likely have your finger on the pulse of trends in your field and pride yourself on keeping up-to-date with new technologies, procedures and business strategies. Perhaps you are thinking about your physical space needs and realizing it is time to make a change or start your new practice. These changes appear in many forms with many different motivations. Perhaps one of the following describes your situation:

- Demographic changes or saturation changes are opening up opportunities to create a new office or satellite office.
- Practice growth is requiring more physical space.
- The age of the practice is showing and new finish material updates are in order.
- The opportunity to purchase a practice emerges.
- You are opening a new practice.
- A high volume practice changes to a boutique or concierge practice.
- You are coming out of retirement.
- A neighboring suite has become available or expansion of your existing building is in order.
- You are considering combining practices or becoming a multidisciplinary facility.

Whatever your motivation and whatever your needs, it is likely that questions are bouncing around in your thoughts. As a doctor you are the expert in your field; however, now you are embarking on a journey with lots of questions and you have no definitive answers. Let's fix that!

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Success in the New Patient Process

By: Kayla Hoorelbeke

Total starts divided by total exams - this simple equation has been a driving force in the orthodontic industry for the past 30 years. Specifically, the success or failure of an individual Treatment Coordinator has hinged on this calculation, and the industry has told us to strive for 70, 75, or even 80 percent. While there's something to be said for simplicity and bottom lines, how much more could we learn about the strengths and weaknesses in the practice if we could read between the lines of this calculation?

Examining a simple conversion rate is an efficient way to look at the overall success of the New Patient Process, and it's fairly easy to extract on most practice management systems. It can always be a *quick and dirty* measurement that represents how well your practice is doing, especially when your practice is hitting its goals. Yet when troubles arise or performance is below par, you could be left guessing the specific points where potential patients are falling through the cracks.

Practice Budget: A Team Approach

By: Sue Hanen

It's not easy to juggle the responsibilities of managing a practice while staying attuned to the details of delivering exceptional treatment outcomes. It's important to create strategies that promote practice growth and achieve financial goals. However, managing costs and taking a hard look at overhead can also add dollars to the bottom line. The age-old advice of "it's not what you make but what you keep" couldn't be more true.

Creating a budget, or consulting it if you have one, will clarify the boundaries as well as provide a clear roadmap to enable the orthodontist to structure growth objectives, eliminate unnecessary cost, plan the best time for purchasing, and avoid emotional spending. In doing so, decisions about marketing, competitors, cash flow and cost reduction can be made with confidence. Looking at all of these areas will help the practice owner gain the perspective necessary to improve profit margin and to keep more of what is earned.

iSnap: Photo Booth Meets Orthodontic Social Media Marketing

An Interview with LeeAnn Peniche

It is often said that a picture is worth a thousand words; however, with iSnap, a picture is worth a thousand Likes. The iSnap kiosk is a new and innovative way to add fun and increase your practice's social media presence at the same time. Not only is it a social photo station but also a marketing platform that will expand your traditional marketing channels.

The Bentson Clark & Copple team first heard about iSnap from renowned architect and office designer, Joyce Matlack. When we asked her how an orthodontist can get one of these machines for his or her office, she simply replied, "call LeeAnn Peniche." We wanted to find out more about this fun, social marketing solution so we contacted LeeAnn directly. LeeAnn was gracious enough to allow us to interview her about the iSnap kiosk. We are excited to publish this interview to educated *reSource* readers about this new product and the ways it can be integrated into one's orthodontic practice.

Save the Date - Don't Miss this Full-Day, Educational Lecture

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Building A Lifelong Partnership

If you are considering a partnership with another orthodontist or a pediatric dentist, this lecture will cover the legal and financial aspects, provide first-hand experience from doctors currently in partnerships, offer office design information, deliver tips on locating a partner and will close with an extensive Q&A session with all the day's presenters.

Friday, June 19, 2015 - O. Henry Hotel - Greensboro, North Carolina

