

## *The Healthy Practice* by Jeff LaVoie

**Creating your ideal practice Starts with clearly defined vision, goals and a specific action plan**  
*"A Vision without action is a daydream"*

### What does a healthy practice look like?

Everything you do revolves around the patients in your practice. How you attract new patients, create a unique experience, treatment plan, educate and provide the highest level of care will be determined by how healthy your practice is. If we focus our energy on this patient-centric model, success and growth will be achieved naturally.

**Vision** - A healthy practice starts with a clearly defined vision for you, your team and your practice. You need to know where you are going if you want to get there. Everyone in the practice should understand your vision and goals, what direction you will be heading in the future. Otherwise your practice will be like a ship without a rudder heading nowhere fast. Your income and retirement depend upon a carefully crafted plan, don't leave it to chance. Be crystal clear on what you desire. What are your "rocks"?

**Leadership** - Great leaders set the tone for their business. They create an environment that is driven by excellence. They have the ability to get extraordinary achievements from ordinary people. You are the owner, the manager, the leader of your business. If you aren't leading, who is?

**Team** - Healthy practices have teams that are aligned around your vision and goals. You put the right people, in the right job doing the right things at the right time. Your team is focused on continual improvement and mastery of their roles. There is a culture of creativity and innovation, where everybody aspires to be part of the creative improvement process. You support, develop and reward your team because without them you will never achieve your vision and goals. Your payroll is not overhead, it's an investment, what's your teams ROI.

**Systems** - Systems are in place for every aspect of your business. Systems simplify how the practice is run, sets the expectations on how things are to be done, efficiently and effectively. If you are unclear of what systems are important lets discuss which where you are lacking so we can get the right systems in place early on to help you set up your practice for a successful future. (Sterilization, tubs & trays, inventory control, ordering, scheduling, patient education, tracking vital practice metrics etc)

**Facility** - Your environment sets the tone for case acceptance from the moment the patient walks into your practice. Think about the clientele you wish to attract to your practice, is the image they perceive consistent with the quality of dentistry that you provide? Do you have the appropriate number of operatories to maximize your production and run an efficient practice?

**Equipment** - The equipment in your operatory also defines the image of your practice and how patients perceive your standard of care. They don't understand what you do clinically, so they have to judge your abilities not only by if they like you but by what they see around them in your practice. Great equipment should create efficiency and the environment for you to practice at the highest level for a long period of time without down time.

**Technology** - Differentiates your practice from your competition. Technology improves your ability to better diagnose, treatment plan, increase case acceptance and most of all it enables you to provide the highest level of care for your patients. Take the time to truly educate yourself on the technologies that are available to you, make sure that it is not only clinically superior but that it provides you with a healthy ROI.

