

You ARE a Rock Star Dental Assistant

Presented by

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The future of dentistry belongs to those who make the most efficient use of their clinical time. In order to significantly increase dollars produced per hour, you must organize your practice with highly structured, effective systems that simplify the workplace and consistently produce a quality product at a low level of stress.

There are five keys to becoming an outstanding clinical assistant:

- 1. Communication skills.**
- 2. Strong team.**
- 3. New Patient Process.**
- 4. An active hygiene program.**
- 5. Scheduling.**

1. Communication.

- Seek first to understand.
- The power of listening.
- The power of questions.
- Empathic listening.
- Then seek to be understood.
- Building rapport.
- The importance of words and how you say them.
- The power of body language.
- Be proactive – diagnose before you prescribe.
- Build relationships.
- The power of Logic and Emotion.
- The tools of expression
 - Attitude.
 - Connection.
 - Disclosure.
 - Visual language.
- The most powerful scripting.

2. Strong Team.

- Developing a great team.
 - Takes time, not easy.
 - Everybody must buy in.
- Positive attitude of the leader.
 - The COACH.
- Trust among all co-workers.
 - Get involved in the hiring process.
- Confidence in team member's abilities.
 - Don't get in a position that you are not qualified for.
 - You must be free to fully use your talents.
- Educating team members.
 - Confidence comes from competence.
 - Learn the communication skills you need to be successful throughout your lives.
 - Document your growth, learning and achievements.
- Praise for work well done by the doctor.
 - Critique performance, not personalities daily, weekly, monthly.
 - Get into the habit of public recognition.
 - Express your appreciation early, often, and publicly.
- Lack of criticism.
 - Tell each other how you feel, don't make them guess.
 - Treat everyone with respect in public and in private.
- Rewards for work well done.
- Acceptable salary level
- Help for other team members.
- Respect for each person's responsibilities.
 - Assertiveness training.
- True delegation of responsibilities.
 - Training to develop skills.
 - Act on behalf of the greater good.
 - Accountable for your decisions.
- Open attitude of leader about office policy changes.
- Learn to play the "WHAT IF" game!!!!!!!!!!

3. The New Patient Process:

- Team must be open to change.
- The Dentist and the Team must be committed the delivery of excellent dental treatment.
- Treatment objectives must be clearly defined.
- Assign a clinical assistant to the patient.
- Develop a relationship with your patient.
- Pre-clinical interview. "What are your expectations?"
- Learn to listen and to answer questions with questions.
- Complete clinical examinations for all patients.
- Present complete treatment plans – lifetime oral health.
- Follow treatment plans for stress free days.
- Monitor treatment plans.

4. Active Hygiene Program.

- Must have an effective Hygiene Department.
- Don't lowball hygiene fees.
 - Hygiene as a profit center not a "loss leader".
- Improve scheduling system.
 - Doctor checks hygiene patient on time.
 - Reappoint patient with doctor for complete exam to stay on schedule.
- Teach hygienist to "observe"!
- Present and sell undone dentistry – 1/3 of doctor's production should come from hygiene department.

5. Scheduling:

- Time management is the HEARTBEAT of the practice.
- The "Engineered" Appointment book provides the basis for greater productivity.
- Don't just fill the appointment book.
- Determine when you are at your best.
- Time positive operative technique.

- Determine what you want your day to look like – PERFECT DAY.
- 10 minute scheduling.
- Allow for doctor time and assistant time.
- Streamline the clinical side of your practice.
- Treatment room set up.
- Reengineer Procedures. Simplify. Develop SYSTEMS.
- Do full mouth, full arch or quadrant dentistry.
- Avoid singles where possible.
- Patients appreciate missing fewer hours or days from work.
- Stay with patient during treatment – no interruptions.
- FOCUS.
- Patients love it.

Give your Patients a WOW Experience:

- Comfortable head support
- Lumbar support.
- Blanket.
- Long drapes.
- Nitrous Oxide.
- Sleep Dentistry – DOCS
- Painless injections
- Comforting touch
- Headphones
- Movies
- Carmex – No bleeding lips
- Dark protective glasses
- Distress signal.

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