

# Syllabus

## Training for Dentists in the Skills Necessary to Run a Successful Dental Practice

### **Kickstart Success:**

*A course for all dentists that emphasizes the basic issues important to a successful dental practice*

### **Part one: Leadership: the direction for the team**

A learned skill

The Seven Habits of Highly Effective People  
By Steven Covey

Be Proactive

Begin with the End in Mind

Put First Things First

Think Win-Win

Seek first to Understand, than to be Understood

Synergize

Sharpen the Saw

A vision for the practice

A philosophy of practice

The goals to realize the vision

## **Part two: Management: the team runs the practice**

Systems

Appointments

Ordering

Hygiene

Patient flow

Maintenance

Bookkeeping

Training

Monitoring

# **Part three: Managed Care: methods of marketing and paying for services**

Medicine vs. Dentistry

Dental insurance

Indemnity

PPO

Capitation

Direct Reimbursement

The philosophy of care vs. cost

## **Part Four: Teamwork**

The value of a great team

Finding a great team

Keeping a great team

## **Part five: Basic business: without profit, there is no success**

Budgeting

Fees

Important numbers

Active patients

Identifying

Value for the practice

# **Part six: Marketing: a dentist is a dentist is a dentist**

Identify your market

Know your competition

The role of the team

Evaluate your experiences

Internal Promotion

External promotion

**Make every patient happy every day!**

