More Time, More Money: Creating a Life You Love

Isn't this WHY you became an orthodontist?

==The truth is most orthodontists get stuck and never create the life they want. If you are stuck OR you just don't want to get stuck…keep reading.==

Introduction:

As an orthodontist, you have the potential to create a life you love, with a successful and fulfilling career and plenty of time for family and other pursuits. But all too often, orthodontists get stuck in the daily grind and struggle to achieve their desired work-life balance. In this ebook, we'll show you how to take control of your career and create a life you love with more time and more money.

Chapter 1: Defining Your Vision

To create a life you love, you must start with a clear vision of what you want to achieve. We'll show you how to define your personal and professional goals, create a vision board, and develop a plan to achieve your dreams.

In his world-renowned book, The 7 Habits of Highly Effective People, Steven Covey lists habit number two as "Begin with the end in mind." ==Any project we embark upon needs a target to measure progress against, just as a journey needs a destination to tell when we've arrived. Goals, outcomes, targets, and destinations are endpoints that give us a sense of direction and purpose. When we know where we are going, we can always check to see if we are on course.== A lot of the time, we may find that we are off course, but because we have set an endpoint, we have the ability to course correct.

The ultimate destination for all of us in life is death. Not to sound morbid, but each of us only has a limited number of years on the planet. So, if the project is your life, what's the goal? What do you want your life to have meant? Is there an impact that you would like to make somewhere? Will people remember you for some reason long after you're gone? Leaving a legacy refers to how a person's actions or accomplishments continue to have an impact after their death.

As an orthodontist, you have a practice to build during your lifetime. How much of your time on earth do you wish to devote to it? That practice impacts many lives, including those of your

family and yourself. It is important to consider how you intend to serve your practice and how you want it to serve you. Most people do not consider this part of the design and build of their business. They just jump in and start doing what they do best: orthodontics. However, if you start with a plan for how you want your life to look, and you check in regularly to see if you're on course, you won't wake up one day and realize that you've been doing things for years, anticipating some sort of reward that you have not received.

The legacy you leave behind begins with how you live your life today. Are you living in accordance with that which is most important to you? Are you focusing your energy on the right areas of your life now to build the legacy you want to leave? To answer these important questions, you have to consider your life goals. This is not something that many people do. Think about your x-factor. Consider the special and unique purpose you are here on earth for, and imagine what you could create. Then take it further and visualize how it will impact the lives of others.

Chapter 2: Maximizing Your Efficiency

To create more time and more money, you need to maximize your efficiency in your orthodontic practice. We'll show you how to streamline your processes, delegate tasks, and leverage technology to improve patient outcomes, increase efficiency, and boost revenue.

Questions to ask yourself:
How long are you in the New Patient Exam?
How many more exams could you fit in a day?
Are you relying on your clinical team, and are they making your job easier?
How long are you spending on aligner checks?
Are you still doing basic tasks like payroll, etc.? Why?

Streamline Your Processes:
One of the most effective ways to maximize your efficiency is to streamline your processes. Look for ways to eliminate unnecessary steps or tasks, reduce wait times for patients, and optimize your schedule to minimize downtime. By doing so, you can see more patients in a shorter amount of time, which can help increase your revenue and create more time for you to spend with your family and other pursuits.

Delegate Tasks:
Delegation is another powerful strategy for maximizing efficiency. Take a look at your daily tasks and identify the ones that could be done by someone else on your team. This might include administrative tasks like payroll, scheduling, and answering phones, and clinical tasks like taking X-rays or fitting appliances. By delegating these tasks to other members of your team, you can

free up your time to focus on higher-value activities like patient consultations, treatment planning, and other critical responsibilities.

Leverage Technology:
Technology can also be a game-changer when it comes to maximizing efficiency. Consider using digital tools like electronic health records, online scheduling, and virtual consultations to streamline your processes and reduce your time on administrative tasks. You might also explore using 3D printing or other advanced technologies to improve patient outcomes, increase efficiency, and reduce the time you spend on manual tasks.

Do a Time Study:
Consider doing a time study to identify areas where you can improve efficiency. This involves tracking your time spent on various tasks throughout the day and can help you identify inefficiencies and areas for improvement. Use the data you collect to adjust your processes, delegate tasks, and make other changes to optimize your efficiency and create more time and more money.
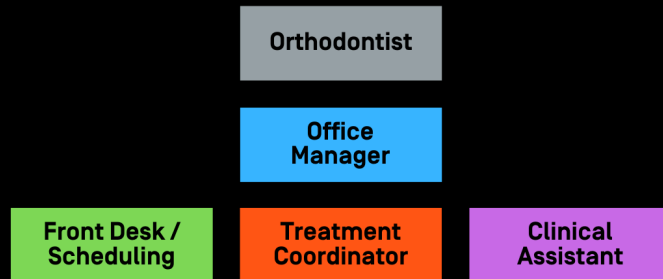
==You can produce $10k an hour – you cannot be doing anything less if you want to grow the practice to uncharted territory and take more time to be with your family and loved ones.==
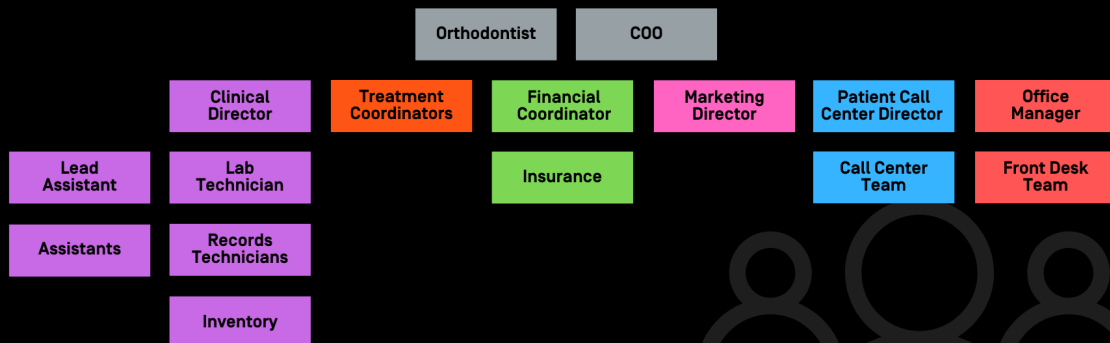
Chapter 3: Building a Winning Team

A winning team is essential to the success of your practice and your life outside of work. We'll show you how to find and hire top talent, empower your team, and create a culture of excellence that fosters growth, innovation, and patient satisfaction while freeing up more of your time.

Here are 3 different organizational charts you can use to reference HOW to build your team as you grow.
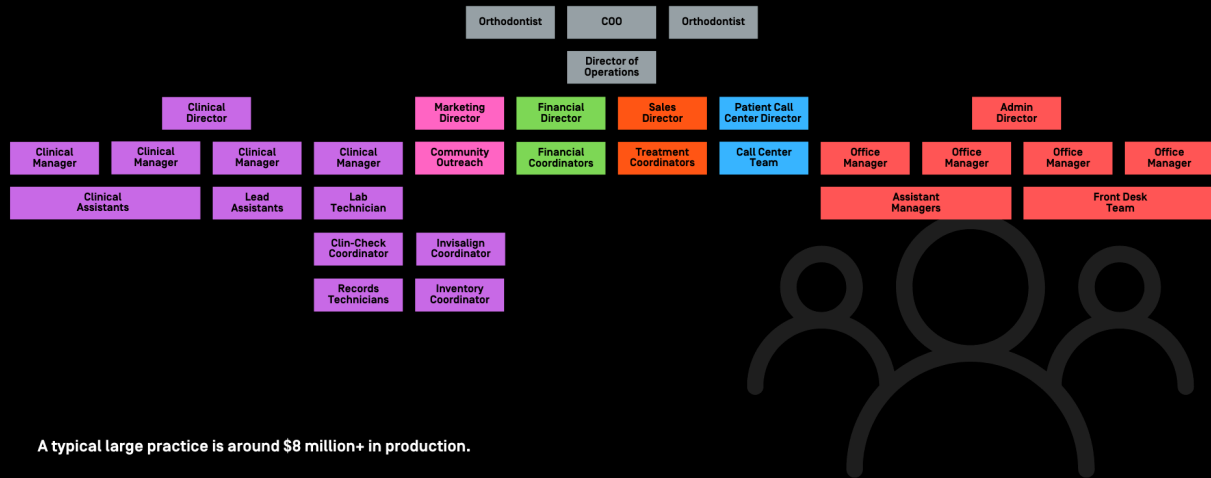
SMALL PRACTICE ORG CHART

Orthodontist

Office Manager

Front Desk / Scheduling　　**Treatment Coordinator**　　**Clinical Assistant**

MEDIUM PRACTICE ORG CHART

Orthodontist	COO

Clinical Director	Treatment Coordinators	Financial Coordinator	Marketing Director	Patient Call Center Director	Office Manager

Lead Assistant	Lab Technician		Insurance		Call Center Team	Front Desk Team

Assistants　　**Records Technicians**

Inventory

A typical medium practice is around $3 million+ in production.

LARGE PRACTICE ORG CHART

Orthodontist	COO	Orthodontist

Director of Operations

| Clinical Director | | | | Marketing Director | Financial Director | Sales Director | Patient Call Center Director | | Admin Director |

| Clinical Manager | Clinical Manager | Clinical Manager | Clinical Manager | Community Outreach | Financial Coordinators | Treatment Coordinators | Call Center Team | Office Manager | Office Manager | Office Manager | Office Manager |

| Clinical Assistants | Lead Assistants | Lab Technician | | Assistant Managers | Front Desk Team |

Clin-Check Coordinator   Invisalign Coordinator

Records Technicians   Inventory Coordinator

A typical large practice is around $8 million+ in production.

Chapter 4: Developing a Strategic Marketing Plan

Marketing is essential to attract new patients and grow your practice, but it doesn't have to consume all your time and energy. We'll show you how to develop a strategic marketing plan that targets your ideal patients, builds your brand, and drives conversions through targeted advertising, social media, and other digital channels.

A marketing plan comprises Internal Marketing – which is your boots on the ground, and Digital/Direct Response Marketing, which will be a marketing company performing this for you.

If you want to learn more about our marketing process, watch our Orthodontic Documentary here.

If you want to watch a training video on Internal Marketing, click here.

Chapter 5: Creating a Patient-Centered Culture

Your core values define your culture and who you are as a person. Everything you do in your business must revolve around those core values. It's showcased in all your employee processes,

including hiring, firing, reviews, and recognition. They are the consistent messaging in every team meeting, every patient interaction, and every procedure that takes place within your office. Without them, your practice would lack meaning, significance, heart, and clarity. Without them, there's no way to grow.

Dr. Farina, CEO of Farina Orthodontics, has his core values in his entryway for his team and patients to see every time they come into the office. This vibrant and colorful display takes up a huge chunk of the wall, outlining the true values he believes make up the entire existence of his practice:

1. Deliver WOW Through Service & Smiles.
2. Promising High Energy and High Fives.
3. Creating an Environment Where We Think Big, Have Fun, and Do Good.
4. Fostering a Culture of Warmth and Belonging Where Everyone is Welcome.
5. Make It Simple. Get It Done.
6. Be Present, Clear, and Humble.
7. One Team. One Family. One Vision.
8. Encourage and Embrace Change.
9. Choosing Passion and Commitment Over Convenience.
10. It's Up to Me to Make It Be.

Dr. Farina's decision to broadcast his core values in a bold and well-designed way on his wall is a strategic one. He knows the only way to make his vision come to life is by sharing his core values with his team and patients. If you don't tell people your core values, how will you attract like-minded people who want to promote the same values? If your people don't buy into those values, they are doing your practice a disservice. Dr. Farina cultivated a team that stands behind every single core value listed above. Over the last three years, we've seen him double his practice and continue to make great strides with his team toward his next goal.

Take the time to develop a list of core values and share them with your team. They may have differing views on them initially, but I encourage you to work with your team to form what you believe to be the backbone and heart of your practice.

Values and Vision drive culture. If you haven't created any of this, here are some building blocks…

The Orthodontic Practice Operating System will enable you to get that vision out of your head and onto paper, aiding you and your team to efficiently go through the motions of making your ideal practice a reality.

It includes a series of questions you will need to answer thoughtfully to help fill in the gaps about what your plan is for growth. These questions include:

1. What are your core values?
2. What is the bedrock of your success (DNA)?
3. What is your core focus?
4. What is your 10-year target?
5. What are your 3 uniques?
6. What is your proven process?
7. What is your guarantee?
8. What is your marketing strategy?
9. Who is your target market?
10. What is your 3-year picture?
11. What is your 1-year plan?
12. What are your quarterly rocks?
13. What are your issues and/or liabilities?

Chapter 6: Setting Ambitious Goals and Measuring Progress

Setting ambitious goals and tracking your progress is essential to achieving your vision and creating a life you love. We'll show you how to set SMART goals, track key performance indicators, and measure your progress to ensure you're on track to achieve your vision for your practice and your life.

"What gets measured gets managed." This quote, often attributed to management guru Peter Drucker, gets tossed around whenever the subject of stats and reporting comes up in business. Like it or not, without measurement, progress toward a goal is not possible. I want you to get excited about seeing the results. The numbers don't lie, and when you know how to interpret the reports, they guide your actions and decisions. As you'll discover in this chapter, tracking the activity in a practice can be simple and effective. When reviewed consistently, the reports will keep you responding proactively at the moment to the zigs and zags in your business. You'll be constantly investigating, tweaking, and adjusting your course so that hitting your target becomes inevitable. Even better, your COO can handle this and simply report what is being done to stay on course with the goals you set together.

Spreadsheets, Are They In or Out?
Let's just say spreadsheets are a thing of the past. While they may be a good option to use in other areas to track progress, I would argue that there are still better options you can use instead of spreadsheets. Needless to say, I'm not a big fan. Especially when you're trying to measure and report all of your business operations. Why would you when there are so many smart and savvy business intelligent (BI) systems you could use instead?!

If you've been manually reporting and measuring your growth on spreadsheets, here's your PSA to get a new system in place NOW. It may have worked for you as a small boutique practice, but if you want to move to the next level, you need something bigger and better that will essentially do it all for you. Since your COO will be the one responsible for tracking, reporting, and measuring your progress, they will sincerely thank you for it—unless you want them to potentially miss information and cause them an unnecessary amount of stress.

What About PowerBI?
PowerBI is a great option as it has a reliable interface that will allow you to access a consolidated dashboard and pull reports on various analytics, enabling you to measure them efficiently. It's a solid choice, and many practices I work with currently use PowerBI to measure and track their growth. However, since I'm writing this book to give tips on efficiently maximizing your time and effort through simplification, I'm going to introduce you to another system that takes it one step further for orthodontists. So, for all your reporting and measuring business needs, let's talk about Gaidge.

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Gaidge is truly different from other systems because it's created solely for the orthodontic profession. Their mission is to "simplify the business of orthodontics by providing easy-to-use practice metrics and business insights that efficiently report the health and progress of the practice, increasing business acumen and enhancing productivity and satisfaction for doctors and teams.".

I spoke to Janet from AllSmiles about Gaidge since she is one of the handfuls of COOs currently using it to report and measure growth in their practice. She gave me a full rundown on how to use the system, why it's helpful, and why other practices should consider switching to Gaidge if they truly want to understand their progress and determine if they're meeting their goals.

What led AllSmiles to use Gaidge?
"We just liked that it was made specifically for orthodontists. It makes things so much easier because it's streamlined to our business goals. It's always about finding the right tools that work for you when it comes to your software systems. I'm sure there are others out there that help pull in your data, but before Gaidge, we would have to figure it out manually. Now, everything is so simple. You know how you're doing, and it's something you can look at every day at just a glance, just by looking at the dashboard."

Tell me about the Gaidge dashboard. What exactly am I looking at here?
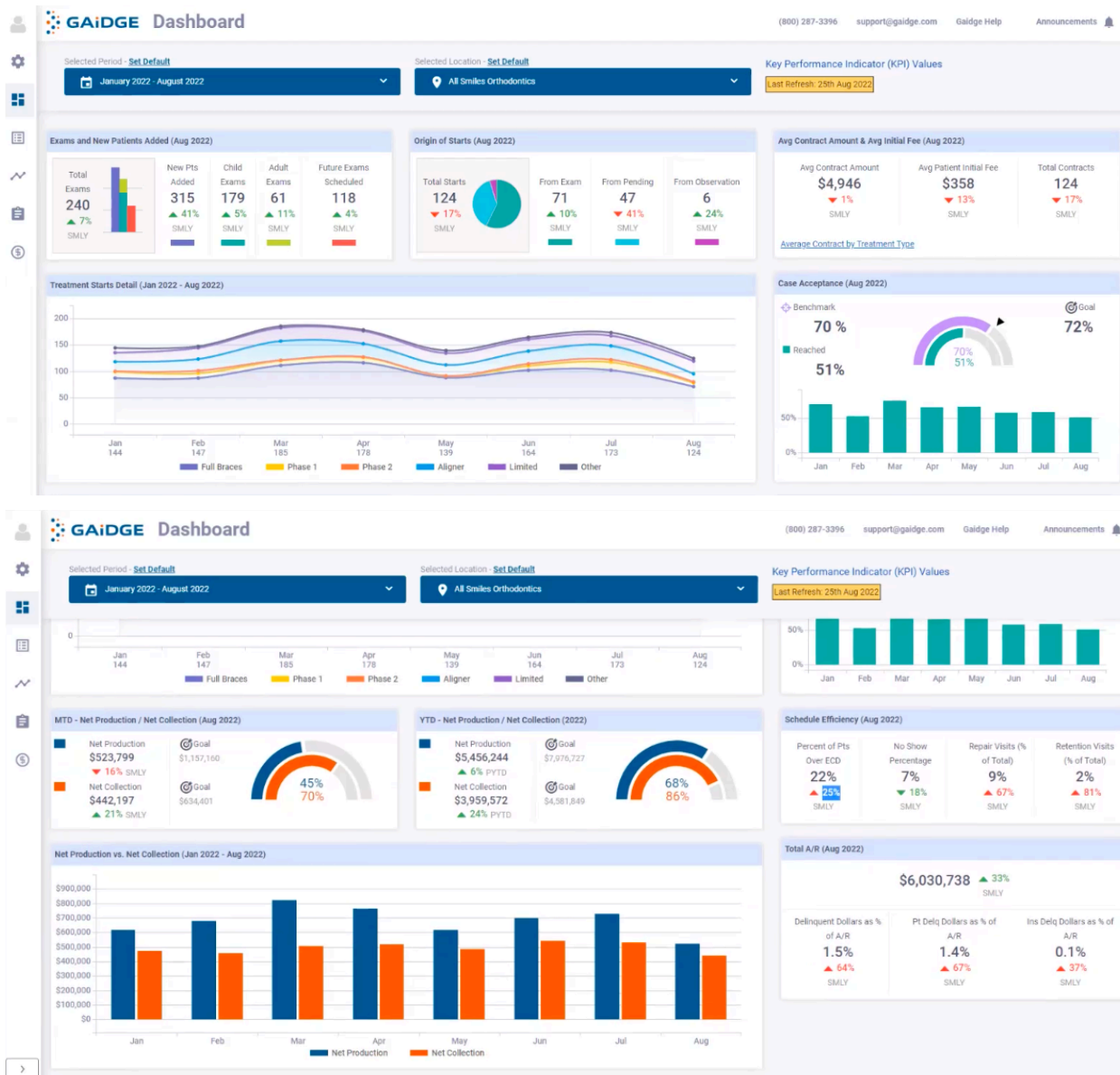
"That quick data is on the dashboard. If you look at the top right tab, you'll be able to input the start and end date of what you'd like to track, including your year-to-date, month-to-month, quarterly, or calendar year. There are numerous widgets on the page: 'Exams and New Patients Added,' 'Origin of Starts,' 'Average Contract Amount and Initial Fee,' 'Treatment Starts Detail,' and 'Case Acceptance.' You can also see your 'Month-to-Date (MTD) and Year-to-Date (YTD) - Net Production/Net Collection,' 'Net Production vs. Net Collection,' 'Schedule Efficiency,' and 'Total A/R.' You can see all of these widgets at a glance, or you can click each of them to learn more. We must constantly monitor, measure, and analyze these things so we can stay on top of our goals and grow the practice to the targets we've created. You'll see we have goals and benchmarks for each of them, so I have to hold myself accountable and ensure we're doing what we can daily to reach them."

When you look at Gaidge at a glance, how do you know if everything is good or if you need to do something?

You can track all of your business goals on Gaidge. There's a function where you can manually write them in if you go to the settings. So, if you look at all of the widgets on the page, you'll notice that most have a benchmark or goal that I mentioned earlier. These are based on those goals you've entered. Each widget where it applies will show you what the goal is, your current percentage in reaching that goal, and if you're under or over the benchmark.

Is there a specific order to read this? For example, if I were to look at the 'Exams and New Patients Added' widget and see that the number of starts is below the benchmark, would I then look at the 'Origin of Starts' widget and see where to dive deeper and find out why?

"Yeah, you can do that. You can see where the drop happened by looking at 'Case Acceptance.' If you notice a particular month is down, you can find out why. That's a more involved process. I would have to see each treatment coordinator's New Patient Tracker so we can gauge their performance to determine how many exams they've done, how many of those exams are starting, how many of them are going into 'Pending,' and how many of them are going into 'Observation/Recall.' For the ones going into 'Observation/Recall,' we don't have control over that since they're just not ready to start treatment due to their oral health, age, or other factors.

If I've determined the numbers for all those, I can go back to my 'Origin of Starts' and understand why some numbers are down. My 'Pending' list could be healthy, but my 'Observation/Recall' list could be high, and that's what's bringing that number down. All you can do in those cases is ensure your treatment coordinator always follows up and maintains that our practice will be there for them when they are ready to start treatment. They should send multiple reactivation campaigns to remember us as their primary orthodontist when they're ready."

How do you come up with these goals, and how frequently do they change?

"We set the goals usually once a year. We have a yearly planning meeting, but we meet bi-weekly to talk about where we're at, what we're doing, and how we can improve. We try to be proactive versus reactive when it comes to looking at things, so when I view the dashboard, I'll check to see if anything catches my attention that would trigger me to have a conversation with someone to ensure we're improving or not missing a step. Essentially, the goals help you stay accountable and take action when necessary. That's why it's great to have a system that concisely showcases everything."

Do you feel like you're reacting to things as they happen instead of seeing things after the fact when it's too late?

"For sure. I think it keeps you up-to-date instead of waiting until the end of the quarter to review your numbers. You can take action by observing the numbers in real-time, determining if you're trending downward, and asking the right questions to resolve the problem or at least understand why it's happening. It's better than looking back and thinking about all the ways you could have, should have, or would have fixed the problem. I recommend reviewing the dashboard weekly, so you don't fall too far behind or see trends and changes you don't want to see."

Do you use Gaidge in conjunction with PracticeBeacon to help you stay on track?

"Yeah, actually, I will use PracticeBeacon if I'm trying to understand the 'why' when analyzing the numbers in Gaidge. For example, if you look at the first widget, you'll see a total of 240 exams, and 315 new patients added. On my end, I would want to know why those other 85 people did not do an exam. Are they no-showing? Are they canceling? If they are, why is that happening? How did the scheduling coordinator do on the phone? Did they follow up with them? Is it something that we did that caused them not to come? To figure everything out, you can go to PracticeBeacon and listen to their new patient phone calls since they're recorded. Then, based on what I hear, I can coach and train from there to hopefully bring those numbers up."

With this system, you don't have to pull reports, right? Is there a time when you do have to pull reports?

"Right, because this system is automated, we don't have to pull reports. Everything stays up-to-date. However, if the starts from 'Observation/Recall' is down, we'll pull that report to ensure we can eventually get those people scheduled to start."

If you see that the number of new-patient starts is low, what do you do to try to increase those numbers?

"I think we're always looking at ways to market our practice. We can take on more new patients, whether the number is up or down. We always look for opportunities to do more community outreach, like sponsoring schools or sports teams and attending community events. I think we're covered well with help as far as digital marketing. Another way we bring those numbers up is by incentivizing our team. We'll create a goal that whoever gets a certain number of new patients this month will get a $100 gift card, for example. Many people are driven by money, so they're more likely to perform well when there's an incentive involved. We see a difference every time we do that, so it goes a long way."

Do you have any final insights you can provide on how to stay on top of tracking and make sure you're trending in the right direction?

"You should check in with the system a couple of times a week, discuss the results with your orthodontist, and address the problems as soon as possible. It helps to know who you should be speaking to for answers when you do need to resolve those issues quickly. So, for example, if I'm trying to understand the exams and new patients, I will seek answers from the Patient Care Centre. Or, if I'm determining what's going on with the 'Origin of Starts' and 'Case Acceptance,' or even something like the 'Average Patient Initial Fee,' I'll want to pull in the treatment coordinator for answers. It's a collaborative effort. We all want to see growth and progress, and we're all doing our best to make that happen. So, it's best to stay on top and avoid letting any details fall through the cracks."

Conclusion:

Creating a life you love as an orthodontist is possible. By defining your vision, maximizing your efficiency, building a winning team, developing a strategic marketing plan, creating a patient-centered culture, setting ambitious goals, and achieving work-life balance, you can take control of your career and your life. ==So don't get stuck in the daily grind - start creating a life you love today.==

[CLICK HERE TO SCHEDULE YOUR CALL WITH OUR TEAM OF ORTHODONTIC GROWTH ADVISORS.](#)

About HIP Creative
We Give Orthodontists Millions of Reasons to Smile

HIP is the Leader in Orthodontics Marketing & Growth Strategy

Our team of expert consultants, creatives, marketing professionals, and engineers works alongside you and your team to create highly profitable and sustainable growth for your business.

We'll work hand-in-hand with you to implement powerful tools, hands-on training, and our tried-and-true framework that empowers your team to provide top-notch care and impeccable service profitably.

Learn to live the life you want while building the practice of your dreams.

What's it like to work with HIP?

"HIP is a true partner!"
I've worked with over 20 marketing companies, and finding good people is hard. The HIP's team are true partners. They're so responsive and supportive. We love them!

Lauren Harwell, Zammitti & Gidaly Orthodontics
HIP Partner Since 2020

"They care about our success."
We were expecting maybe a 5-10% increase in exams, but it's all the way up to 61%! It feels good to have a partner who knows the business of orthodontics and cares about our success just as much as we do.
Dr. Ed Wentz, Wentz Orthodontics
HIP Partner Since 2019

"We've Seen Over $1 Million From Digital Leads In Just 14 Months!"
HIP sets up tracking for you so it's easy to see your ROI. And once you're making money on your advertising investment, you're really only limited by your capacity and how hard you want to work. I was surprised at how effective HIP's process is. I'm just sad I didn't do it earlier!

Dr. Ernie McDowell, All Smiles Orthodontics
HIP Partner Since 2019

"If you want to grow, you need HIP!"
HIP differs from consultants we've tried because they listen and are super-responsive. It's more like a partnership. They clearly understand the orthodontic market and bring us new ideas that help us get results.

Kristen Anderson, Behl Orthodontics
HIP Partner Since 2020

"The ROI is through the roof!"
HIP's automated follow-up actually turns our leads into patients. They're incredibly professional, and the ROI is truly through the roof. If we'd only been half as successful, I'd have been happy — being where we are, I'm ecstatic!

Dr. Keith Dressler, Dressler Orthodontics
HIP Partner Since 2019

"Doctors work 10 years to build a practice like this!"
I opened my practice at the start of the pandemic, but our growth has still been exponential with HIP's support. They helped me get visibility quickly and start making a profit in less than a year. I know doctors who work 5 or 10 years to get to this level, and it's all happened so quickly. I couldn't have done that on my own.

Dr. Kristen Knecht, Knecht Orthodontics
HIP Partner Since 2020

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