

Buy back your time

Ankur A Gupta, DDS

bebetterseminars.com

Social Media: @ankurguptadds

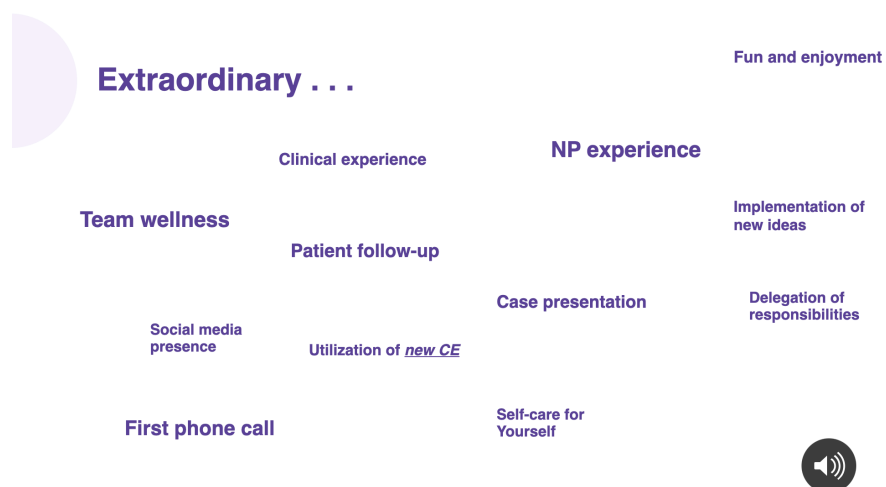
dr Gupta@northridgevillefamilydentistry.com

First, here is the book list:



The **must-read** is **Atomic Habits** by James Clear

And here is all the stuff we wish we could do if we had the time



Extraordinary New Patient Experience

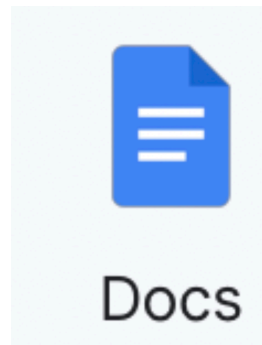
- Wow them when they walk in
 - Stand up
 - Make eye contact
 - Shake their hand
 - Call them by name
 - Compliment them (somehow)
 - Get up, go around to the front, and sit next to the patient
 - Go over paperwork, offer water or coffee, introduce them to nearby team members
 - Learn something about them

Google Docs

- Level 10 meeting template
- Monthly meeting template
- Equipment maintenance list
- Practice wishlist
- All cheat-sheets
- All updated forms

Level 10 meeting template

- In real-time, accessible from any device
 - Supply/maintenance issues
 - Annoying operational issues
 - Shout-outs
 - Cheat sheets
 - Asana responsibilities
 - Accountability
 - Homework before next meeting
 - Administrative/regulatory issues
 - Office projects
 - Office upgrades



Google Sheets

- Employee grid
- Case acceptance spreadsheet
- KPI maintenance (detailed spreadsheet with each team member's daily, weekly, and monthly responsibilities)

Sample employee grid

<i>Date</i>	<i>Name</i>	<i>Incident/Note</i>	<i>R</i>
4/18/15		Stayed late to help with hygiene	
5/14/15		Came in early to organize consent forms	
5/23/15		Was rude to another employee in front of other employees and patients	w
5/30/15		Totally unprepared at morning huddle	Ve
6/19/15		Left early to attend son's baseball tournament	

Stuff the dentist should do

- Dentistry
- CE

Stuff the administrative team should do

- Extraordinary:
 - Case presentation and presentation of fees
 - New patient experience
 - Social media strategy

Stuff that should be delegated to the office manager

- Regulatory/Equipment stuff
- Email
- Patient check-in
- Payroll
- Team management

Stuff that should be delegated to an off-site virtual team member

- Accounting/Bookkeeping
- Accounts receivable
- Making appointments
- Unpaid insurance claims
- Sending out claims
- Entering Ins EOBs

Buy Back Your Time

As a dentist, your focus should be on 3 things

- Dentistry
- CE
- Enjoying your life

All other things must be delegated

As an administrative team member, their focus should be on 2 things

- Extraordinary new patient experience
- Extraordinary presentation of fees

All other random, boring, time-consuming, frustrating, un-enjoyable tasks need to be off-loaded as much as possible (some of these will have to be given to your office manager):

- Insurance verification
- Insurance follow-up
- Claims and EOBs
- E-mails
- Payroll
- Bill pay
- AR
- Human Resources
- Regulatory
- Book-keeping
- Phone calls and patient communication

Much of the above can be delegated to two entities:

- Tech, AI, Patient Communication Software
- Offsite and out-of-country professionals

Here are the companies I use:

Practice By Numbers: this is my patient communication software.

Here's what it does:

Allows us to communicate with patients via text (less phone time)

- All phone calls that we don't answer automatically have a text sent to the patient (during office hours)
- Automatically confirms patient's upcoming appointments
- Sends out all the appropriate paperwork and consent
- Allows for patients to pay unpaid balances automatically and digitally
- Allows for all administrative tasks during NP check-in to be done digitally in advance



Reach: this service provides low-cost off-site administrative and phone responsibilities

Phone responsibilities: if we don't answer the phone (at any time), the call gets transferred to a professional who can

- Cancel, reschedule, and schedule appointments based on our preferences
- Send us an e-mail if there is a major emergency outside of work hours

Administrative professional: this individual (ours is from the Philippines) will do:

- All insurance verification
- All claim follow-up
- All unpaid claims
- Patient AR
- Help organize our bookkeeping, HR, and regulatory responsibilities

