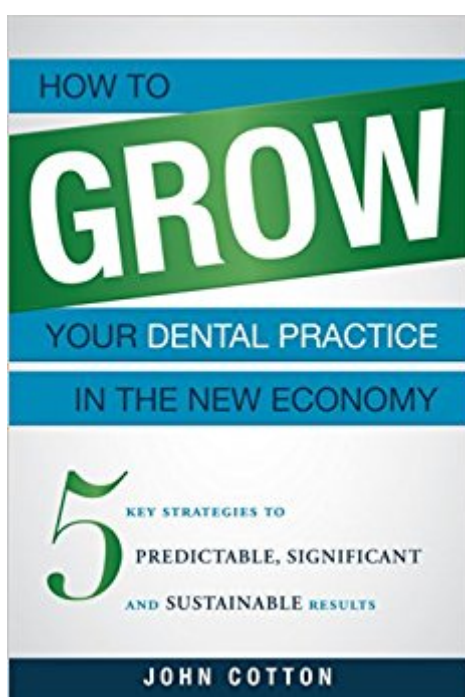


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# How To Grow Your Dental Practice In The New Economy: 5 Key Strategies To Predictable, Significant And Sustainable Results



## Synopsis

WANT TO GROW YOUR PRACTICE IN THE NEW ECONOMY? Examine what you are doing today and diagnose the best treatment for your practice moving forward. You know the Great Recession created big problems for many dentists. It exposed dental practices to inefficient and ineffective processes, protocols and skills that suppressed production growth. The problem areas, primarily, are: No-shows and cancellations, fewer new patients and referrals, and fewer cases completed. There is no leeway in today's dental practices for operational inefficiencies. Inside these pages, you'll discover the 5 key strategies to predictable, significant and sustainable results! 1. HOW to create consistently exceptional Patient Experiences 2. WHY a Strategic Plan is a must have • to predict your future 3. HOW to Fill-the-Schedule and keep it full 4. CASE Completion, not case acceptance: the magic wand to big increases in production 5. HOW to Lead your team to Performance, instead of managing work

## Book Information

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## Customer Reviews

JOHN COTTON is a serial entrepreneur, author, speaker and business strategist. In the last 27 years, he has founded six businesses in multiple niche industries. Serving more than 1,200 clients in 44 states, the collective increase in new revenue for these clients exceeds \$400 million. In 2009, John founded Dental Team Performance after a happenstance encounter with his next-door neighbor's dentist. DTP is dedicated to evaluating and executing the strategies that grow production for dental practices by focusing on the easiest and the fastest route to predictable, signi

ficant sustainable production. In addition to DTPâ™s exceptional results for their clients, the firm recently launched a division to train and develop qualified professionals to serve dentists in specific areas throughout the USA.

I saw the glowing 5-star reviews and figured this would be a great read to help me grow the practice I acquired last week. I've read many books on the business side of dentistry and I'm never a big fan of the authors who are trying to sell something. The two best dental books I've read were both by authors who provide consulting services, but they didn't push it in the book. If I wanted a consultant, I would search for one. If I wanted to try to implement practical solutions into my office, I would buy a book. Unfortunately, I bought a book and got a 125 page long advertisement for Dental Team Performance. The following is written in the book at the end of every single chapter: "Your patients win, your team members win, and you win. Discover how you can [implement this chapter's point] in your practice by visiting [web address] or calling [phone number]." The sales pitch gets old. When I read a book by an author who happens to be a consultant, I will seek them out if I need their services. A simple page at the end of the book with their contact information would suffice. While there were some ideas I could implement, I don't recall anything too original. Mr. Cotton left me hanging for most of the book. For example, on page 49 he says, "I see practices where any team member with an extra few minutes of time is expected to help with recall. It's all hands on deck to fill the schedule... But wait! Why would you waste a perfectly good name on the recall list with a team member who has less than adequate telephone skills?" After reading that, a light went on in my head and I was excited to hear what he had to say about phone skills when it comes to recalls. Unfortunately, that paragraph ends with him talking about how he tailors his solutions to the practice that he is consulting. This book left me wanting more. Maybe that's Mr. Cotton's goal, he wants you to want more and give him a call. After reading the book, I investigated the 5-star reviews, and three of them are written by people who haven't written ANY other reviews on . I'll let you draw your own conclusions from that info. If you're looking to build your practice, some resources that I've found helpful that gave me ideas to implement are Valuocity, Dentistry's Business Secrets, and Mastering the Business of Practice.

This is one of the best dental practice management books that I've read, and leaves out the vague "fluff" that many books in this genre have. John Cotton provides real case examples that I can identify with, and gives step-by-step instructions for how to improve many of the core issues that are present in every practice. Quick read with valuable information that is easy to implement. I highly

recommend it for any dentist who, like me, wants to work on improving their productivity with simple changes.

Recently read John Cotton's engrossing book. I could not put it down and couldn't wait to share the very common sense concepts with my stellar team. While it's always important to focus on the big picture of "climbing the stairs" of success, it's more human nature and wise to zero in on the basic steps to get there. John's focus on simplicity is welcomed in a very complex world of constant shifts in business. His philosophy is the next step in providing ultimate care for our patients. This book is a must read !!

Very informative and thought provoking. Easy, trackable, and repeatable practice growing tactics that work in today's dental atmosphere. I have been in the dental business for the last twenty years and have seen practices struggle and prosper. I am confident the only difference between the two is having a defined plan. If you are not getting the most out of your practice this book is a must read. Enjoy

John Cotton and Dental Team Performance have a unique ability to "drill down" to the source of problems. As dentists, we are both the primary producers AND the CEO. It takes a book like this to help us make it all work! We work in our practices all the time. Using this book to work on your practice will pay enormous dividends! GREAT stuff!

Mr. Cotton's strategy and simplistic approach have taken my practice new heights. His formula helps engage your team to take ownership in the business of your practice leading to rewarding success!

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