

# Eight VITAL Steps to MAXIMIZE PROFITS!

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## In Order of Importance & Positive Impact:

### 1. Increase Number of SUPER High Profit Weekend & Evening Hygiene Exams

- a. Exams conducted during weekends & evening hygiene patients are SUPER PROFITABLE! They result in THREE TIMES MORE production than exams completed on patients during mid-day weekdays.
- b. Weekend & evening patients on average have 3-4 x higher insurance maximums, earn more money, generally have lower co-pays & up to 3x higher direct insurance compensation to the practice...per procedure!
- c. While most offices are already on this path...leveraging the hygienist to see more than one patient, per hour during PRIME TIME accelerates profitability even further. Best approach is to pay normal daily rate (example: \$55/hr.) or slightly less per patient (example: \$50/per patient) to stimulate hygienist to see 2-3 patients per hour. Otherwise, they won't do this! If they see 3x patients, they earn \$150/hr. **At \$850 per exam, with 2x exams, practice gains \$1,700/hr. as a result! With 3x exams per hygienist, the return is \$2,550/hr!**

### 2. Don't Add Operatories or Offices Until \$800,000 or More, Per Chair...Per Year

- a. Maintaining or ADDING multiple offices usually HAMMER profits. Office/operatoriy build outs are very expensive...as are utilities, mortgages & leases.
- b. With sales increasing versus FIXED OVERHEAD per office, percentage of profit ALWAYS INCREASES!!! Better "return on investment" versus real estate costs!
- c. Multiple offices make for great "Country Club chat" ...but rarely result in more profit. Just more overhead & headaches with reduced profit. IMPORTANT: Some client offices VERY PROFITABLY produce \$20+ million/year in ONE location!
- d. Also, every office must be staffed, even if minimally...this is an expense. And for those that use CALL FORWARDING systems to SAVE staffing COSTS, these usually BACKFIRE & FAIL miserably! Many calls are digitally dropped!
- e. Traveling from office to office reduces managerial control...& travel time between offices is an expense...with minimal proportionate return!

### 3. Consider REDUCING Low Profit (or Loss!) Mid-Day, Mid-Week Hygiene Hours

- a. While related employee compensation & leasehold cost data greatly varies from one marketplace economic situation to another, ON AVERAGE mid-day, mid-week HYGIENE EXAMS are comparatively 3x LESS PROFITABLE than weekends & evenings.
- b. In many cases, COSTS supporting mid-day, mid-week hygiene exceed the lower value of the HEAVILY CANCELED & LOWER PRODUCTION mid-day, mid-week hygiene exam. Many clients have INCREASED PROFIT by reducing or eliminating these low- or no-profit hygiene hours. It pays to examine YOUR cost versus return situation carefully!

### 4. Engineer New Patient Retention & Thus HUGE 10x Profit “ROI” Over 10 Years

- a. Counterintuitively, chrisad data suggests that retuning hygiene patients have virtually the same productive value PER VISIT as new patients!! Please engineer your office to RETAIN this reoccurring, long-term ANNUITY asset!
- b. If every patient returned once a year...your SUPER PROFITABLE (it is a cumulative & compounding ANNUITY!) return on the cost of acquisition increases 10X!!! The result is amazing “ROI” & PROFIT!

### 5. Optimize Exam Acceptance Sales v Costs

- a. Associate + primary doctor case presentation mentoring & management must be optimal. Chrisad has a number of outstanding support documents to support this. Many of our clients objectively monitor case presentation versus acceptance rates via Treatment 24/seven. You can contact them at [www.Treatment24seven.com](http://www.Treatment24seven.com).
- b. Many practices suggest that doctors must have freedom to not charge restorative “co-pays” to fill chairs with lower dollar (probably less \$ than you want!)...but STILL MUCH better than a \$0 return from an empty chair.
- c. Doctor efficiency is a COMPARATIVELY MINOR FACTOR: Unless the volume of hygiene exam patients increases (per #1 & 4) , after doctor sales approaches are optimized, practice sales will elevate short term...but soon FLATLINE!

### 6. Reduce Your Supply/Lab Costs

- a. While this is a comparatively minor (versus 1-4 above) savings in COSTS...thus leading to increase in profit...Unified Smiles negotiates

as a “group” & purchases most clinically related variable expense items such as supplies, labs & more. It pays to investigate: 248-633-2460, [us-clientservices@unifiedsmiles.com](mailto:us-clientservices@unifiedsmiles.com).

## 7. Ensure Your Team Is HAPPY & Paid MORE After CAUSING Super Profitable Growth

- a. Properly compensated employees will generate more top line sales that will offset fixed overhead costs...& commonly reduce the number of employees (variable overhead) needed to complete a clinical task. When paid AFTER sales growth occurs, more growth WILL occur. A few of many examples are: Properly paid assisted hygienists, “tiered” paid associate DDS & hygiene czars lucratively paid as prime time hygiene increasingly fills.
- b. Employees that are underpaid are unhappy. Unhappy employees leave more often & will sabotage more. The extreme costs of attracting, hiring, training new employees...& (frequently) downtime in between...cannot be overstated...& severely reduces profitability!

## 8. Ensure Your Associates Are More Profitably Paid as Independent Contractors (1099)

- a. As your associate is compensated as an independent contractor (Tax Form 1099) they will likely KEEP MORE MONEY after taxes...thus be happier & stay longer.
- b. The practice owner will not be required to pay approximately 25% ON TOP OF the associate’s paycheck in taxes & benefits. Associates typically earn far more after taxes, are happier, stay longer & are generally more productive...all while practice profitability is significantly increased.
- c. Chrisad’s distinguished dental specialist CPA, Mr. Michael Gilbert, suggests that the statistical probability of being questioned or in any way penalized by the tax authorities is ZERO. Please review his opinion on the matter, including details, conditions & safeguards to apply. [Read his opinion here.](#)