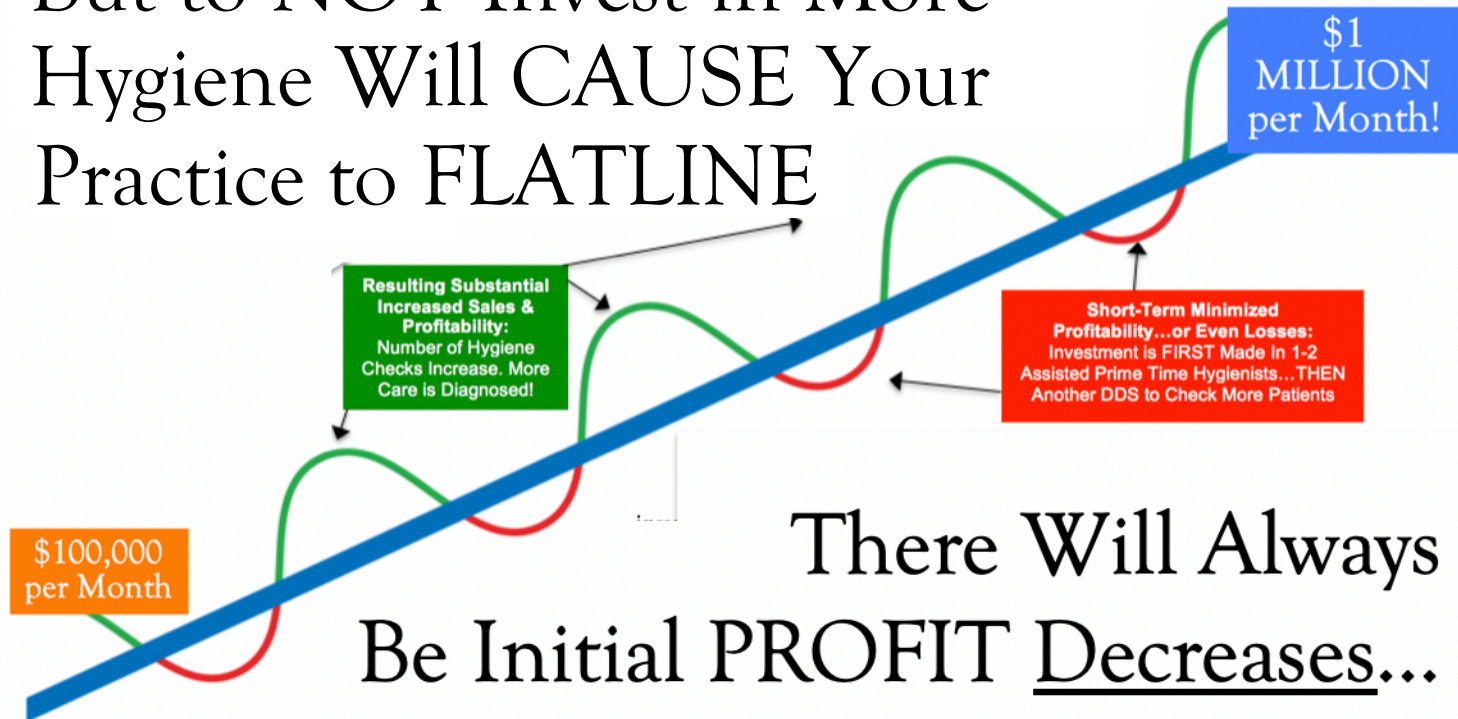


Your Profit Must FIRST Slightly Decline... Before MASSIVE Growth Occurs...& You Enjoy HUGE Profit Increases!

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Hygiene Is More Expensive Now!

But to NOT Invest in More
Hygiene Will CAUSE Your
Practice to FLATLINE



There Will Always
Be Initial PROFIT Decreases...
Followed By Huge Profit Increases...

6-28-22 Hello! With the higher cost of employees...especially hygienists & assistants...it is tempting to NOT invest in these added team members.

However, to have an UNHEALTHY FOCUS on PROFIT MARGINS & NOT add these vital employees is usually SUICIDAL!

For example, no one likes paying an extra \$8,000 per month for hygienists or assistants...but to NOT do so usually leads to the loss of \$100,000+!

In the practice growth process, we must FIRST front-load & invest in desirable new & returning patient appointment capacity...in order for marketing-driven patients to fluidly & seamlessly pour into these added desirable appointment slots.

While this usually results in short-term, very slight declines in profit, if this investment in added hygiene is NOT made, recently added new patients cannot be retained, **valuable patients will be LOST**...& the practice will inherently FLATLINE! jc