

How to MAXIMIZE Practice PROFITS:

All news, concepts, views & other information is intended for chrisad client practice owners/managers. Copyright © 2022 chrisad, inc. marin county, ca. All rights reserved.

In Order of Importance & Positive Impact:

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

- a. Exams conducted during weekend & evening hygiene are **FAR MORE PROFITABLE!** They result in **THREE TIMES MORE production** than exams completed during mid-day weekdays.

SUPER Insured Patients With Highest Insurance Maximums:



WELL Insured Patients With High Insurance Maximums:



b. Weekend & evening patients on average have 3-4x higher insurance maximums, earn more money, generally have lower co-pays & up to 3x higher insurance direct compensation to the practice per procedure!

c. Firms hired to negotiate higher insurance compensation levels provide a **short-term Band-Aid**. However, the insurance industry has typically quietly, gradually & methodically soon after **REDUCED your compensation** anyway. Allowing in & back more BEST PATIENTS...with the highest compensation & maximums within every insurance plan...is much wiser.

Ten Sample chrisad US Client Practices
Diverse Regions
360,000 Procedures

Average Production Per Weekday Hygiene Exam:
\$482.32
Monday-Friday, 9am-5pm

Average Production Per Weekend Hygiene Exam:
\$1,195.63

Restorative care was performed within one month...mostly mid-day, mid-week.
Weekends

Average Production Per Weekday Evening Hygiene Exam:
\$1,262.19

Restorative care was performed within one month...mostly mid-day, mid-week.
Mon-Fri, 5:30pm & Later

Which Delta Insured Patients Do You Want?

\$ Amount Directly To Practice:

Adult Prophys: \$48 - \$120 Average = \$69.71
Crown (D2750): \$666 - \$969 Ave. = \$815.82
Extraction: \$82 - \$201 Average = \$114.77
2 Surface Fillings: \$112 - \$361 Ave. = \$173.62

2. Don't Add Operatories or Offices Until \$700,000 or More, Per Chair...Per Year.

- a. **MULTIPLE OFFICES CAN DESTROY PROFITS!** Each office/operator's "build outs" (computer systems, too!) are expensive...as are utilities, mortgages & leases.

- b. The assumption that one office **MAXES OUT** & can accept no more patients has **been proven to be 100% INVALID**. We've captured up to 60% of one city's population...in just one office. Some **ONE-OFFICE**, one-location client offices **VERY PROFITABLY** produce **\$30+ million/year!**
- c. With sales increasing...versus **FIXED OVERHEAD** per office...percentage of **profit ALWAYS INCREASES!** Better return on investment versus real estate costs!
- d. Multiple offices make for great **bragging** & country club chat...but rarely result in more profit. Just more overhead & headaches with **reduced profit**.
- e. 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 **DROP CALLS, BACKFIRE & FAIL** miserably!
- f. Traveling from office to office **WEARS OUT THE OWNER** & reduces managerial control. **AND** travel time between offices is an expense...with minimal proportionate return!

3. **REDUCE or ELIMINATE Low Profit (or LOSS!) Mid-Day, Mid-Week Hygiene Hours!**

- a. While related employee compensation & leasehold cost data greatly varies from one marketplace to another, **ON AVERAGE mid-day, mid-week HYGIENE EXAMS are comparatively 3x LESS PROFITABLE than weekends & evenings.**
- b. In repeated chrisad studies, the vast majority of working patients & students (approx. 80% of the U.S.) tell us that they **refuse to fill mid-day, mid-week hygiene appointments.**
- c. 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 profit or LOSS hygiene hours.** It pays to examine **YOUR OWN** cost versus return situation very carefully on a case-by-case basis!

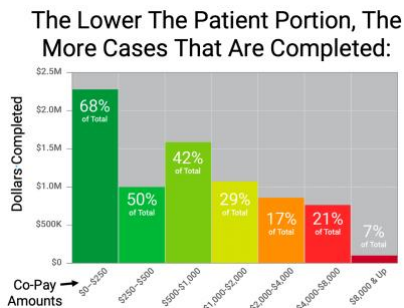


4. **Engineer New Patient Retention & Thus 10x Profit "ROI" Over a 10-Year Period**

- a. Counterintuitively, chrisad data suggests that returning hygiene patients have virtually the same productive value **PER VISIT** as new patients! Please engineer your office to **RETAIN** this reoccurring, **INCREASINGLY PROFITABLE** 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!**
- c. It is ABSOLUTELY VITAL in this patient ROI process that **100% of all leaving patients are pre-appointed...**but MORE IMPORTANTLY that roughly 80% of these are pre-appointed in hygiene weekends, weekday evenings AFTER 5:30pm...& weekday mornings starting at 7:30am or earlier.

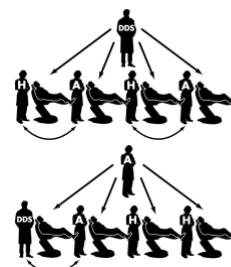
5. Optimize Exam Acceptance Sales vs. Costs



- a. Associate doctors who are optimally compensated & paid more immediately after acceptance, appointment & deposit paid...& check MORE wealthier & FAR better insured patients on the weekends & evenings...have been long documented to generate a **far greater monetary RETURN versus overhead investment.**
- b. Associate + primary doctor **case presentation** mentoring & management must be optimal. Chrisad has a number of outstanding documents to support this. And many of our clients objectively monitor case presentation versus acceptance rates via Treatment24seven. You can contact them at Treatment24seven.com.
- c. Many practices suggest that doctors must have the freedom to not charge restorative “co-pays” in order to fill chairs with lower return treatments—probably less \$ than you want, but STILL MUCH better than a \$0 return on an empty chair.
- d. Doctor efficiency is a **COMPARATIVELY MINOR FACTOR**: Unless the **VOLUME of exam patients increases** (per points 1 & 4), after the doctor’s sales approaches are optimized, practice sales will elevate in the short term...but **UNLESS MORE NEW & RETURNING PATIENTS ARE ADDED, production will soon FLATLINE!**

6. Optimize Time Emphasis Efficiency

- a. It makes sense to provide MORE access to care when demand is greater...& reduce it when demand is less. **Unnecessarily adding staff decreases profits.** Allocating existing staff more efficiently increases profits. Using the DOCTOR’S assistant to allow hygienists to see 2x more patients per hour (or more) during prime time (when the best patients will only come in) has proven to be the most cost-efficient model. This assistant returns to the



Prime Time:
Before 8:30 AM - After 5:30 PM
& Weekends:
Hygiene Intensive Configuration
Restorative is Minimized

Mid-Day:
After 8:30 AM - Before 5:30 PM
Weekdays:
Restorative-Intensive Configuration
Hygiene is Minimized

has proven to be the most cost-efficient model. This assistant returns to the

DOCTOR mid-day, mid-week to help with MORE RESTORATIVE CARE that was diagnosed & accepted during MORE PRIME TIME HYGIENE VISITS!

7. Reduce 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

8. 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 clinical tasks. When STAFF is paid MORE...AFTER sales growth occurs...more growth WILL (as a result) occur. A few of many examples are: Properly paid assisted hygienists, tier-paid associate DDS & hygiene czars lucratively paid as prime-time hygiene fills.
- b. Employees that are underpaid are unhappy. Unhappy employees leave more often. The **extreme costs** of attracting, hiring, training new employees...& (frequently) downtime in between...cannot be overstated...& severely reduces profitability! jc

Listen to John Christensen & Mike Angel Explain How to Maximize Practice Profits [Here](#)

All news, concepts, views & other information is intended for chrisad client practice owners/managers. Copyright © 2022 chrisad, inc. marin county, ca. All rights reserved. Information contained in or made available herein is for informational purposes only & is not intended to & does not constitute legal advice, recommendations or counseling under any circumstance. We do not warrant or guarantee the accuracy, completeness, adequacy or currency of the information contained in or referred to in this document. Your use of information in the document or materials referred to herein is entirely at your own risk. You should not act or rely on any information in this presentation without seeking the advice of a competent attorney licensed to practice in your jurisdiction for your particular problem. Chrisad specifically disclaims any liability, loss or risk, personal or otherwise, which is incurred as a consequence, directly or indirectly, of the use and application of any of the contents of this document.

800.505.4150 custsvcs@chrisad.com