

The Savage Bottom Line



Rhonda Savage, DDS, CSP





Biography: Rhonda R. Savage, DDS, CSP

Rhonda Savage, DDS, CSP is an internationally known author and lecturer. She is owner of Uptown Dental, a principle owner of Savage Dental Marketing, and CEO of Miles Global, an international dental training and consulting firm. She lectures and publishes on women's health issues, leadership, and business management.

Her credentials are strong. Dr. Savage is a Past President of the Washington State Dental Association, and an Affiliate Faculty Member of the University of Washington School of Dentistry. She is also a member of the Pierre Fauchard Academy, American College of Dentists, and the International College of Dentists.

Her history in the dental practice world is multifaceted. A former dental assistant and front office staff member for 14 years, she understands the dynamics of success in a dental team.

Her understanding of leadership is deep. A dentist in private practice for over 18 years, she knows the demands of quality patient care, leading a winning team and the running a successful business.

Dr. Savage brings a unique energy to her work. A Lieutenant Commander in the Navy during the years of Desert Shield and Desert Storm, she received the Navy Achievement Medal and an Expert Pistol Medal, earning her the nickname of "The Beast". She's a "straight shooter", aiming at the critical issues that dental practices face today.



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The Savage Bottom line

Best Practices =
Stronger Systems

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GOAL

S: Skills and Systems
C: Communication
O: Objective analysis
R: Review
E: Expectations

Office and Personal Goals

- Team goals
- Personal growth: CE
- Criteria for a merit increase
- Willing to make a mistake

“HOW
FASCINATING!”

Your Message:
BE FOCUSED

Keeping Your Eyes
on the Goal

Accountability

- Accounts receivable
- Past due insurance
- Recare and reactivation
- Follow up
- Hygiene
- Clinical responsibilities

The Hygiene Department

“I Just Want My
Teeth Cleaned!”

Hygiene No-Show's

- "It's JUST a cleaning!"

- Statistics



Getting Them Back in The Door

The importance
of working
recall and
reactivation

Changing Times

Got PERIO?

The Hygiene Department

- Clear expectations
- Pay on percentage
- Special bonus?

Overhead and Collections

Verbal Skills of Financial
Presenter

Case Acceptance

New York Times Feb 15, 2010

- Dealing With the Nightly Grind
- By: MICHAEL WINERIP

Your Team

Staff Salaries

Bonus

Benefits

- Vacation
- Sick/Well/Personal Pay
- Holiday
- Uniforms: Dental:
- Lab

Benefits

- CE
- Disability
- Health insurance
- Retirement

Don't Hide From Issues!

- Communication
- The BAM

Production Statistics

- Treatment plan tracking

Collection Statistics

Overhead Statistics

- Supplies
- Lab
- Marketing



New Patient Statistics

ROI and Types of Marketing

- Reach
- Frequency
- Expectations

Consistent

High Quality



Complete &
Integrated System

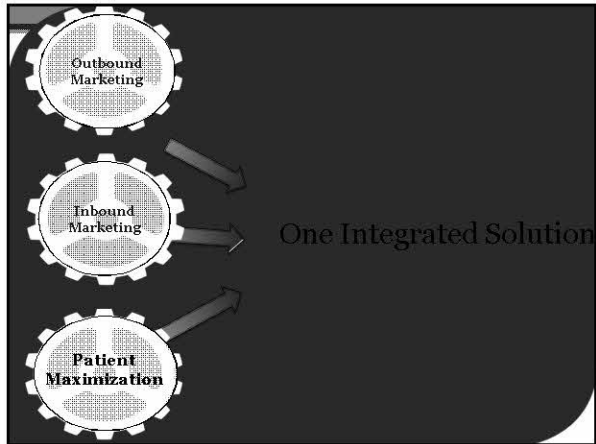
The Problem You Face

Training & Skill

Time

Focus

Increasing Competition



Make a Plan
Make it Happen



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QUESTIONNAIRE

PLEASE WRITE LEGIBLY

Date _____ Name of Presentation _____

Seminar location _____ Your name _____

☐ Office Administrator ☐ Spouse ☐ Assistant ☐ Doctor ☐ RDH ☐ OTHER _____

Doctor's Name _____ Practice name _____

Doctor's Years in Practice _____ # of staff _____ ☐ Solo Practice ☐ Group Practice # of Doctors _____

Specialty _____ Office Phone (____) _____ Fax (____) _____

Office Website _____ Email _____

Practice Address _____ City/State/Zip _____

What topic(s) did you enjoy most and why? _____

You may use my comments as a testimonial. Signature _____

I would like additional information about the following (please check all that apply):

- ☐ PLEASE CALL ME TO SCHEDULE A COMPLIMENTARY SAVAGE DENTAL MARKETING WEBINAR WITH MY DOCTOR OR OM
- ☐ PLEASE CALL ME TO SCHEDULE A COMPLIMENTARY PHONE CALL WITH DR. RHONDA SAVAGE
- ☐ PRACTICE ENHANCEMENT PROGRAM (In-Office Consultation)
- ☐ PRACTICE ANALYSIS CONSULTATION (Assess the health of your practice in a teleconference)
- ☐ OFFICE ADMINISTRATOR WORKSHOP (Training specifically for office managers/administrators, dentists and dental spouses)
- ☐ TEAMBUILDING RETREATS (Create your 5 year vision while energizing your team!)
- ☐ FRONT OFFICE DEVELOPMENT TRAINING (Intensive training for front office; AR's, scheduling, reactivation , verbal skills)
- ☐ PLEASE CALL ME TO DISCUSS AN ALL DAY COURSE FOR MY PROFESSIONAL ORGANIZATION, STUDY CLUB, DISTRICT, OR DENTAL SOCIETY
- ☐ I WANT to purchase Linda Miles' book DYNAMIC DENTISTRY (we will call for payment)
- ☐ I WANT to purchase ☐ 3 Book Power pack ☐ Today Only Special DVD/CD/Books Bundle (we will call for payment)
- ☐ OTHER: _____

QUESTIONNAIRE (Continued)

	<u>EXCELLENT</u>	<u>GOOD</u>	<u>AVERAGE</u>	<u>FAIR</u>	<u>POOR</u>
1. SPEAKER ADDRESSED PROGRAM OBJECTIVES	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. SPEAKER ADDRESSED DOCTOR AND TEAM CONCERNS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. PROGRAM WAS BENEFICIAL	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. MATERIAL PRESENTED ENTHUSIASTICALLY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. SPEAKER DISPLAYED KNOWLEDGE OF PROGRAM CONTENT	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. PROGRAM FACILITIES MET NEEDS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

WHAT TOPICS WOULD YOU LIKE TO HEAR THAT WERE NOT ADDRESSED TODAY?

OR ANY OTHER ADDITIONAL COMMENTS ARE APPRECIATED-

Yes, you may use my comments as a testimonial.

Signature _____