Leadership by Design

PRACTICE TRANSITIONS

PRACTICE START-UPS | ACQUISITIONS | GROWTH PLANS | STAFF TRAINING | PARTNERSHIPS | PRACTICE SALES

Transitions are Personal.
So are We.

Leadership by Design | Jim Schroeder, DDS | jim@drjimschroeder.com
Practice Acquisition Program

Acquiring a practice can be one of the best decisions of your career. Our Practice Acquisition Program guides you through this exciting process. One of the unique aspects of our program is the level of personal responsiveness you receive throughout this process. Our #1 goal is to make this a smooth transition for all parties involved. When acquiring employees and business operational systems, it is important to integrate your philosophy and vision. Establishing a positive culture where new and existing staff effectively work together is no easy task – but possible. We succeed because we listen and work systematically through barriers and challenges. You are able to focus on practice growth while we do the careful and detailed work it takes to achieve goals and lasting results.

The Practice Acquisition Program includes the following services:

- **Initial Overview:** a teleconference or in person visit to review your interest in acquiring a practice; we’ll review where you are with the process to identify a clear starting point.
- **Assist in Finding the Right Practice:** our contacts and resources will be leveraged to find you the “right fit” for this next phase of growth for your practice. We vet prospects and come to you with the information you need to make a well-informed decision.
- **Needs Assessments:** Once you have acquired the practice, we supply you with assessment tools to insure your newly expanded practice is addressing important matters early and in the best position to reach its full potential.
- **Vision and Values:** When acquiring existing employees and operational systems, it is important to integrate your values and your vision. Our team of experts make this process interesting and fun the doctors and staff.
- **Analysis and Action Plan:** We become engaged before the acquisition occurs to provide you with the communication tools (patient letters, staff speaking points, etc.) analyze operations of both practices, and provide you with a comprehensive analysis and Action Plan that includes staff training and support. This will allow you to not only start out on the right path but to continuously improve throughout your career in some of the following areas:

  **Employees**
  - Inheriting existing employees seamlessly.
  - Identifying the individual and collective strengths of your team.
  - Understanding what your team and patients values (Surveys).
  - Creating alignment around your vision.
  - Job descriptions and goal setting.

  **Growth Plans**
  - Effective telephone protocols.
  - Creating exceptional patient experiences that foster “word of mouth” advertising.
  - Establishing B2B Referral Programs
  - Managing and growing your patient list.

  **Overhead – Financials**
  - How to measure overhead in your practice.
  - Cash Flow: Billing, insurance, budgets, financial arrangements, accounts receivable.

  **Operations and Systems**
  - How to measure the success of your hygiene department.
  - How to have an effective recall system that ensures successful patient retention.
  - Effective scheduling.
  - Effective treatment plan presentation.
  - Patient Records
  - Record systems, treatment progress documentation, chartless.

Contact: Leadership by Design
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Starting a NEW Dental Practice?

Are you seeking support and guidance to start a new dental practice? We help guide practice owners through the critical steps necessary to start a successful practice. Establishing a solid foundation early on will provide you with greater confidence, reduce stress and position you for continuous growth throughout your career. Below is a list of services we offer:

Office Location, Design and Setup
- How many treatment rooms you will need to start and in the future
- Evaluation of lease or purchase agreement
- Reviewing of office plans
- Equipment and technology guidance
- Resources for branding, website, etc.

Establishing Your Team
- Recruiting, hiring and choosing the right personality for the right job
- Establishing job descriptions based on the needs of your practice
- Training and development
- Developing a personnel policy manual

Financial and Operational Systems
- Insurance techniques to maximize patient’s benefits
- Effective insurance filing procedures
- Establishing an effective financial guidelines that encourage patients to buy-in to recommended treatment
- Scripting for financial arrangement
- Billing procedures
- How to set a fee schedule - when to increase fees
- Measuring overhead expenses
- Setting up your budget, P&L report
- Keeping costs at industry standards
- Review bill payments and payroll

Creating a Thriving Place to Work
- Practice vision and values
- Alignment of your team
- Establishing clear expectations
- Zero tolerance policies
- Understanding what your staff needs in order to be successful and effective
- Growing the practice as a team
- Effective meetings

Internal Marketing and Communications
- Introducing your practice to colleagues in healthcare community
- Developing a referral program
- How to collect and leverage patient testimonials
- Training staff on “conversation starters”
- Establishing metrics and benchmarks for growth
- Staff training and goal setting
- Coaching team member on contributing to the growth of the practice.

Hygiene Department
- Setting goals for # of hygiene per week
- Measuring the success of your hygiene department
- Developing an effective recall system for successful patient retention

Scheduling and Treatment Planning
- Effective scheduling from the beginning of your career to the most advanced
- How to deter cancellations
- Effective confirmation systems
- Maximizing clinical efficiency
- Treatment planning
- Effective treatment plan presentation

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Selling Your Practice? **PRACTICE SALES**

Selling a practice is a very personal process and can often be an emotional time in your life. You’ve worked hard to build a successful practice and want to be certain that you have the right doctor to work well with your team and provide the same high level of care for your patients.

**How do we help you in determining the “right” doctor to purchase a practice? How will you know if the purchaser will be able to effectively make this level of commitment?**

Determining how a purchaser will handle the major commitments of ownership will often be evident in how he handles the smaller commitments that occur through the practice acquisition process. The "right purchaser" will remain enthusiastic and cooperative with you, as well as be willing to pay a fair market price and see the value of the comprehensive package being purchased. The transition of a practice is not only very personal but also revealing.

As the purchaser moves along the path of commitment, all parties will be learning about each other. Leadership by Design helps by ensuring communications are being not only “heard” but “understood”. We encourage all staff to be especially tuned in for any/all warning signs that are sensed during the transition so Leadership by Design can immediately investigate the issue.

**It may be helpful to know that Leadership by Design does not contract with every potential purchaser we meet.**

Some of the aspects we look for in selecting qualified buyers is a high level of integrity, their willingness to continue their learning process, flexibility, and their track record in making and keeping commitments. We will investigate their work history, financial information, and references to fully understand the comprehensive findings that need to be presented. And finally, we also discuss the various dental procedures to understand how this doctor will handle various cases and treatment plans. If and only if these aspects are in order for both the practice and Leadership by Design, Design, you most likely have a very good candidate that will satisfy your sale of the practice.

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Words of appreciation from...

"Over the past ten years, I have observed and benefitted from Jim’s leadership in public policy governance. This firsthand knowledge comes from my professional interactions with him as a School Board member during my six year tenure as the Superintendent of Schools for Chesterfield County. In his role as Chair of the School Board, Jim developed and refined a set of leadership behaviors that distinguished him as a consensus builder and problem solver. In his role as my personal dentist, I have observed how he balanced his role as a respected dentist and visionary businessman. His business savvy approach to growing his practice should prove to be valuable to any enterprise seeking to build or retain a loyal customer base by creating an exceptional customer experience. Jim Schroeder is an exceptional leader, health professional, and businessman. Any organization who values these qualities would find him to be a "great fit" for their organization or business."

- Billy K. Cannaday Jr., Ed.D., Dean, School of Continuing and Professional Studies, University of Virginia

"...a consensus builder and problem solver."

"I have known Dr. James Schroeder for over thirty years personally as well as professionally. Dr. Schroeder is able to bring an incredible professional mix to his DISC® seminars, workshops and retreats. Needle’s Eye had Jim facilitated a day-long staff retreat using the DISC® Profile System. By sensitively explaining the results of each team member’s personality profile then uncovering the most effective manner by which to interact with various personality types, Jim led us to concrete methods of improved communication among the staff. He also provided positive direction for team building, based on each person’s strengths. This was all done in a very warm, relaxed atmosphere which resulted in one of the best, if not the best, staff retreats we have had. I highly recommend Dr. Schroeder without reservation."

- Judson E. “Buddy” Childress, Jr., Executive Director, Needle’s Eye Ministry

"Without question Dr. Jim Schroeder is a master at weaving a team around mutual vision and relationship value. After watching him on the Chesterfield School Board, where he served as both Chairman and member for over 13 years, it was evident that his skills in this area had a major impact on the progress of this school system that involved sixty thousand students. No organization can survive long term unless its vision is clear and its employees sense value. The relationship skills needed for this atmosphere to develop are communicated by Dr. Schroeder in such a simple and compelling way that almost everyone who is involved wants to participate. These same skills will make a small company as well as a large one a much more enjoyable place to work. Dr. Schroeder’s input into any company will be an asset to that company or organization."

- James C. Anderson, M.D., Associate Clinical Professor Virginia Commonwealth University’s Medical College of Virginia

"...a master at weaving a team around a mutual vision..."

"I had the pleasure to be in the audience of one of the best speakers I have heard in a long time. Dr. Schroeder makes you take a look at how you perceive people, how you respond to people and what impression you make with people. You will learn terrific simple life skills to apply to your daily life at the office and even at home. His ability to draw the audience in with his humor while incorporating group participation will keep you on your toes."

- Sheila Redman – Office Manager for Dr. James O. Glaser

“A few years ago I decided to grow my dental practice by adding partners and maximizing the value of my practice. Four years of dental school and hundreds of hours of post graduate training gave me the technical skills I needed, but very little training on relationship skills development. Dr. Schroeder’s wise counsel helped me seamlessly add a partner to my practice and gave me the leadership skills necessary to better manage my growing staff and lead a thriving business.”

- M. Scott Gore, D.D.S.