



ORTHO2

# Make Time for Total Ortho Success

**O**rthodontic practice success starts with the schedule.

It manages patient flow, guides your team, and controls your day. An orthodontic office with an inefficient schedule will experience higher stress, poor customer service, and lower production. Operating with an outdated schedule for years could cost an orthodontic practice hundreds of thousands of dollars (if not more) in lost revenue and profitability.

Many orthodontic practices operate 30% or more below their true production potential, but there are ways to achieve higher performance and increase productivity. Levin Group clients use Power Cell Scheduling™—a scientific scheduling method—to achieve maximum efficiency and greater profitability. These five steps can help you get the most out of your schedule...

## 1. Design your perfect day

Each day should have a similar structure. As much as possible, mornings should be reserved for longer procedures such as records appointments, bandings, and debonds. Get the longer appointments out of way in the morning and save the afternoon for adjustments and emergencies. Edge Scheduler and ViewPoint Grid Scheduler can help you create a customized schedule based on the unique needs of your practice.

## 2. Tie production to the schedule

Your schedule is a record of daily, monthly, and annual production. Levin Group recommends that each year the goal be set approximately 10–15% higher than the previous year. A practice growing less than 10% a year is in danger of flattening out. Once you set your annual goal, divide that figure by the number of days you will be in operation. This will give you your daily production goal.



by **Dr. Roger P. Levin**

## 3. Use 10-minute units—less is more!

Many orthodontic practices are still using 15-minute units for their schedules. Inaccurate scheduling can cost a practice approximately 12–15 days of lost treatment time every year. By shifting to 10-minute increments, practices can schedule patients more accurately. For

example, some patients may only require a 20-minute adjustment appointment instead of 30 minutes. In schedules that use 15-minute units, a 20-minute appointment must either be under-scheduled or over-scheduled.

## 4. Script everything!

Communication affects everything you and your team do. Provide scripts on building value for each appointment, confirming appointments two days in advance, and communicating to patients that the schedule serves not only their unique needs, but also the needs of all other patients. Enhanced verbal skills will allow your team to place more patients in hard-to-fill time slots.

## 5. Make room for new patients

New patients are the key to continually increasing practice production. By reserving specific Power Cells in the schedule, practices can accommodate new patients quickly and efficiently. Once new patients/parents have contacted the practice, they should be scheduled for consults within seven days while motivation is high. The same is true for

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starts. Once patients/parents have committed to treatment, schedule them within seven to 10 days. This will help prevent patients from delaying treatment or dropping out altogether.

### **Conclusion**

An inefficient schedule is like a 20-pound weight tied to every team member's ankle. It slows everyone down, creates backups and leads to increased tension. Use these Power Cell principles and revamp your schedule! Isn't it time to increase productivity and production while enjoying a low-stress practice? ♦

# About the Author

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Dr. Roger P. Levin is Chairman and CEO of Levin Group, Inc. Levin Group provides premier comprehensive consulting solutions that deliver Total Ortho Success™ to orthodontists in the U.S. and around the world.