



Developing Systems

By Richard A. Green, DDS, MBA,
Director Emeritus of Business Systems
Development

REPRINTED FROM THE PANKEYGRAM

As we develop systems in our practices, we need to be reminded to shape them so they “assist” and do not “insist.” It is so very easy for we dentists, especially those of us who are J’s (Jungian Typology), left-brained technologists, to systematize most everything. We like closure and lists. “Just give it to me one through ten” is a common request. Be it the “top 10” keys to success or tactics to employ for a successful staff meeting, we tend to gravitate to the “system.” When carried to its extreme, we get so systemized we dehumanize the process, event or exchange with and for people. Ah Ha! Enter the right side of the brain.

Can we develop systems that allow us the freedom to individualize our perception in our interchange with and for people, staff or patients, and still get “things” done? By using the arms of the “Management” cross as a conceptual

guide, we allow for some overlap in systems.

Operations has to do with everything we do each day: how the phone is answered, the scheduling of patients and resources, the impacts of time and motion studies on operatory setups with trays and tubs, charting systems and patient flow charts.

Staff Development has to do with recruiting, talent identification, expectations, responsibility, recognition, reward, and development through one-on-one management relationships.

Market Development involves issues of market identification, choice making, niche marketing, patient development and education, internal marketing, creating in-office experiences which enhance the clarity of purpose, as well as systems to measure patient outcomes from their perspective.

Finance is a foundational piece that includes the understanding of “the business of dentistry.” Measures and monitors that aid in tracking the performance of your business from a practice management and financial point of view are

rich@evergreenconsultinggroup.com

5302 Ladyfinger Lake Road
Sanibel, Florida 33957



requisites – systems that assist you in knowing your operating and financing expenses in % representation as well as a system for understanding issues of capital, it's costs, and the benefits desired as you continue to invest in your business.

In all of these, there is a movement toward congruence of philosophy, and experience supports all the areas of the management cross.

As you can see, your “hats” are many and we thought we were only trained to smell tooth dust. Reflecting on the management cross will be helpful in developing systems to accomplish all the tasks necessary in the “business of dentistry.”

I challenge you to take a look at your systems. Do they assist or insist? Maybe you should ask your patient and your staff for their feedback? If you want to know... ask!