

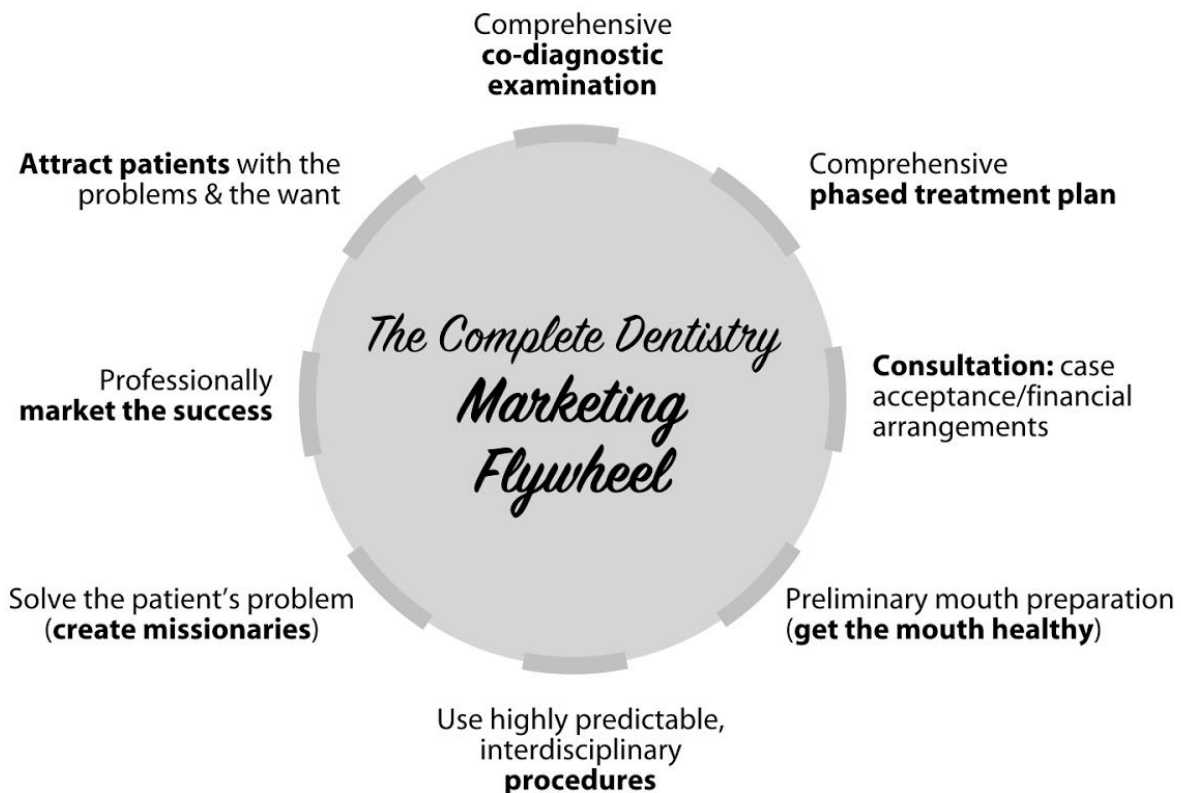
DAWSON STUDY CLUB MODULE:

# Building, Managing and Marketing the Complete Care Practice

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In the book **'Good to Great'** by Jim Collins the author discusses his findings into what makes companies great. He found that rather than one single event that leads to success, it is rather a set of procedures and consistent effort that keeps the 'fly wheel' turning yielding 'great' results. Review the Complete Dentistry Marketing Flywheel below and do an honest assessment of your practice to see the procedures and effort you may need to improve on.



## Key Point:

Everything you do should be looked at as an opportunity to show your patients who you are, or what you are becoming.

**BEST PRACTICE ALERT:** Review your schedule and analyze your productivity. Given the demands of complete care dentistry you need to have a good understanding of block scheduling. “Do what you’re going to do when you say you’re going to do it.”

## Exercises:

- *List some areas in your day-to-day activities where you give value to customers that they don't know about.*

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- *What is your practice vision? How does your schedule help or hurt your vision?*  
*REMEMBER: Your vision should clearly state your product and your promise.*
- *To build your practice vision, answer the following questions:*
  1. *What could you be best in the world at?*
  2. *What are you deeply passionate about? (Procedures you love to do)*
  3. *What drives OR could drive your economic engine*

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## Group Discussion 2:

What are some of the challenges you are facing with installing a complete examination process into your practice?

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- 6. Due Diligence:** what are you doing with the data you are gathering? Do you have a specific area to analyze and plan your treatment planning? Do you follow the protocols of 2D and 3D workups?
- 7. Sequencing for Success:** Do you have your treatment plan sequenced according to Stage 1, Stage 2, and Stage 3? Do you look at your treatment in terms of 'IMMEDIATE' vs 'DEFERRABLE'? Do you have conversations with your patients to overcome/head off any obstacles?
- 8. Creating an Interdisciplinary Team:** do you have a team of specialists? Do you meet regularly with them? Do they share your clinical goals? Are they valuable referral sources for your practice?
- 9. Technology:** Are you staying current with the latest technology? Do you keep up with the latest advances for the treatment you are providing? Do you make your patients aware of your technology?

