

Practice
Management and
Work Simplification
in Dentistry

The Train Principle of Life

- Productivity in Life
- Is living a Productive Life
- Involves Positive Progress

The Train Principle of Life

- Positive Progress is like a Train
- When Our Positive Progress stops
- The Train stops
- If We are Lucky

The Train Principle of Life

- Because the Train may even go into reverse
- Then We go backwards
- To stop the Train is then Progress
- To start the Train is Real Progress

The Train Principle

- Do we determine when the Train stops
- or do Others
- or does Nature
- Most of the Time We stop the Train Ourselves

The Train Principle of Life

- We are the Driver
- When we stop the Positive
Progress of our Lives
- We stop the Train

The Dental Practice Environment

- Often High Stress High Pressure
- Often Very Isolated
- Often a Closed Environment
- There is often a Pecking Order

The Dental Practice Pecking Orders

- Officially Structured
- Unofficially Structured
- “We’ll let Him think he is the Boss”
- “But We know Better”

The Dental Practice Working Arrangements

- No Hierarchy
- Anarchy
- Mutual Consent
- Mutual Discontent

First Course at the
Pankey Institute

Looked over My Shoulder
for 4 Days

Second Course

Looked over My Shoulder
for 3 Days

Third Course

Looked over My Shoulder
for 2 Days

Fourth Course

Did not look over My Shoulder

The Pankey Institute
Environment

Low Fear
High Trust

Look at Ideas
that may be New
to You

Keep an Open Mind

Start Afresh

It's what we learn
when We know It All
That really counts

A Mind once stretched
Never returns to its
Original Dimension

The Age of a Man is
determined by

The Pain He receives
when He hears a New Idea

Beaten Paths

Are for Beaten Men

While you are here

Please do as I ask you

After You leave

Do as you wish

How are you going to
remember Ideas you
have while you are
Here

A Blunt Pencil
Is better than
a Sharp Mind

If you have a Sharp
Mind

A Blunt Pencil still helps

If you don't have a
Sharp Mind

A Blunt Pencil is Essential

What you write down
is up to you

Keep an Open Mind

Because This Course is about People

- The People in Your Practice
- and the Patients You help
- We are in the People Business
- Start with the People in the
Practice

About Me

- Who am I?
- Some of You don't know Me
- Some have just met Me before
- Some have known me a Long
Time

About Me

- Qualified at Guys Hospital 1966
- Wrote a Thesis on Advances in Dental Materials and Equipment in 1966
- Did Two Housesurgeon Jobs

My Goals on Leaving Dental School

- Save the World with All My Skills and Knowledge
- All People
- Complete Dentistry

I was a

- Two Bitewing Dentist
- A Plaque and Calculus Remover
- A “Drill Fill and Biller”
- A Good Teeth Puller

I didn't

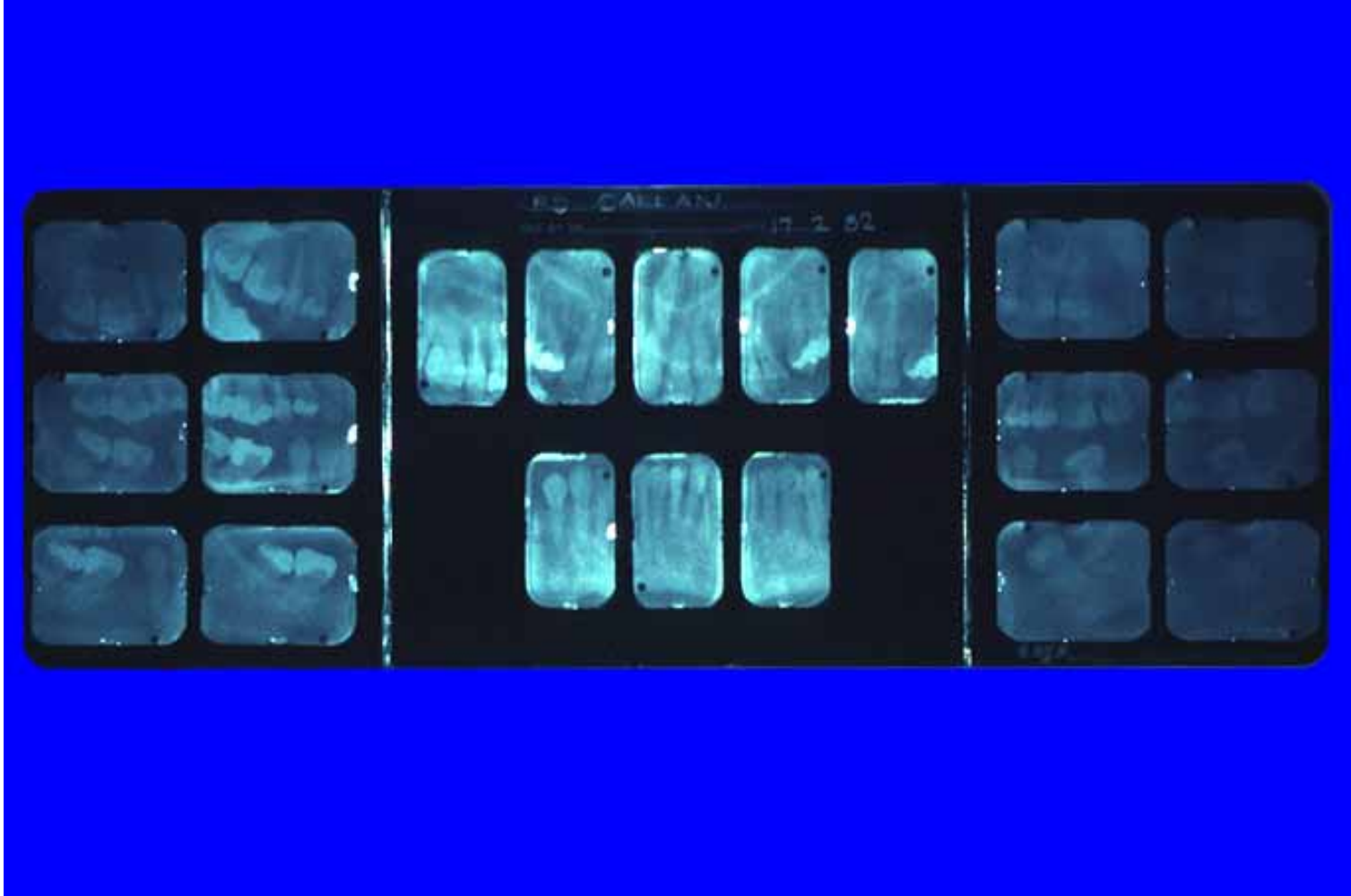
- Do Regular Bleeding Indexes
- Get Patients to monitor Their Own Gum Health
- Know how to do a Complete Examination

I didn't

- Know how to speak to patients
- In easily Understandable Language

I had left Dental School
not knowing how to

- Take Complete Mouth X-rays



I had left Dental School
not knowing how to

- Take Complete Mouth X-rays
- How to make Study Models
mounted on a Semi-adjustable
Articulator



I was slowly ground down

- over the First Four Years of being Qualified

There were so Many
Patients
There was
Standing Room Only
in the Waiting Room

About Me

- In Practice in England for Three Years
- Went to North America in 1969
- Studied in Chicago
- Practiced in Niagara Falls Ontario from 1970 till 1976

About Me

- Went on Many Courses including Practice Management Courses
- Had PPT visit the Practice
- Toured the USA for Nine Months
 - Doing Courses

About Me

- Visiting about 350 Dental Practices
- Returned to the UK in Late 1976
- Bought a National Health Practice
- Converted it to a Private Practice

About Me

- I was an “American”
- I did not redecorate Straight away
- I lost Many Patients through
Inexperience
- I lost Many Patients because the
Time was not Right

About Me

- I lived over the Shop
- I did not take a drop of Alcohol for Six Months
- I ate and slept Dentistry
- My Staff thought I was on ` Drugs

About Me

- I saw Patients during the Day
- I did my own Gold Work at Night
- I developed the Capacity to produce High Quality No Bullshit Dentistry

About Me

- I run courses on All Aspects of Dentistry
- I am Course Coordinator of the Tatum Institute

About Me

- I am assertive when I have done my Research
- I care very much that You enjoy Yourselves Here
- I care very Much that you learn a Lot

About Me

- I care that You go away and Benefit from This Course
- I care that You think Differently
- As a Result You do things Differently

About Me

- And You enjoy doing Things Differently
- I am here to offer You Some Ideas and Some Skills
- I love Dentistry It fascinates Me

Dentistry has given Me

- A Very Exciting Life
- Great Satisfaction
- Many Friends
- The Opportunity to travel

If you are already doing
some of the things I
show you

Just smile

If you disagree with
some of the things I
show you

Keep an open mind till next
week/year

Bear in Mind that some
of the ideas we have

- May stand up to analysis well
- or may not
- May be firmly fixed all the same
- May be highly cherished

When you look down a microscope

- If You see What is not in the
Text Book
- Your Eyes Change What you see

Are we all free of
brainwashing
?

Brainwashing

- “My Father always said”
- “Professor Snotty Chops always said”

Paradigms

We all come here
with our Own Paradigms

Copernicus

The Swiss Watch Makers

We base our Beliefs
On Our Own Individual
Experiences and Knowledge

With New Experiences
and Knowledge

Our Beliefs may Change

Limiting Beliefs
Beliefs that
Limit our Progress

We all have
Limiting Beliefs

If We listen We hear our own
Limiting Beliefs

A Well Founded Belief
Today
may become
a Limiting Belief Tomorrow

The Elephant Story

Horses
and
Electric Fences

Challenging Other Peoples Limiting Beliefs

“Everybody thinks.....”

Ask them

“What Everybody?”

“Normal People think
.....”

Ask them

“What is a Normal Person?”

Challenging One's Own Limiting Beliefs

“Everybody thinks.....”

Ask yourself

“What Everybody”

“Normal People think
.....”

Ask Yourself

“What is a Normal Person”

There is no such Person
as a “Normal” Person

I am here to share with
you

Some of My Beliefs

I hope to present you with the
Reasons and Background
of These Beliefs

We are not Here
to play

Mine is Bigger than Yours

My Chairside
Assistant has a Bigger
Pair of
Protective Glasses than
Yours

Remember

There is always a faster
Gun in the West

I believe there are
Great Advantages in

- Staff being Interchangeable
- The Dentist being able to do everything in the Practice

We are going to speak
Common Dental English

Pretend there are
Non-dental People
in the Group

We need to ban
Dental Terminology
unless Totally Unavoidable

Challenge Me if I use
Dental Terminology

We are going to

- Learn to Use Our Time More Effectively
- Learn the Theory behind Effective 2-4-6-8- Handed Dentistry

We are going to

- Build up New Ways of doing things based on New Ways of Thinking
- Learn how to look after People Even Better

We are going to

- Do Practical Exercises at Regular intervals
- Learn to use Both Hands

Can you

- Write Your Name with Both Hands
- Use Scissors with Both Hands
- Pass Instruments with Both Hands

Either Everything is Important

Or Nothing is Important

The Five Corner Stones of Successful Practice Management

- Self Management
- Dentist Management
- Staff Management
- Patient Management
- Business Management

Listen, Think

- Change
- Adapt
- Modify
- to fit Your Practice

Results

- Happier Life in Dentistry
- Greater Staff Satisfaction
- Greater Dentist Satisfaction
- Smoother Running of the Practice
- Good Patients will have increased
Appreciation

Practice Analysis

- Does the Practice look Successful?
- Is it Ideally Equipped?
- Are There Enough Patients?
- Who wants the Quality we wish to provide?

Staff Philosophy and Attitude

- Staff Adequately Trained
- Look and act Appropriately
- Do they represent the Philosophy in the Practice
- Do they represent the Philosophy in Outside the Practice

Staff Philosophy and Attitude

- Do they have Good Answers to Frequently asked Questions
- Can they answer in an effective Manner

The Patients

- Are We doing What we know is good Dentistry?
- Or are We doing what they demand?
- Or are We confined by a System

The Patients

- Or are We out of a Restricting System
- But still limited by the System
- Like the Big Elephant

Goal Setting Questions

- What do I really want to do in Life?
- What do I want to have out of Life?
- What am I willing to contribute towards Life?

Goal Setting Questions

- Where do I stand Now?
- What Obstacles stand in my Way?
- What are the Possible Solutions to achieve my Goal
- What is a Realistic Target Date

Goal Setting Questions

- What are the Rewards?
- Is it worth the Price?