

# STARTING A **NEW DENTAL PRACTICE?** Grow From Our Experience



**Helping** New Dentists **Reach Success**



**MCKENZIE MANAGEMENT**  
*Success Proven Dental Management Solutions*

[www.mckenziemgmt.com](http://www.mckenziemgmt.com)  
877.777.6151

*"My business knowledge prior to starting my practice was minimal. My McKenzie Consultant/Coach was so helpful in the creation of my business plan that I needed for the bank. They gave me personalized direction and training in advance of opening and helped me with hiring my first employee. They provided training that I desperately needed to be an owner and were there to support me from the day I opened through my first year in business. McKenzie Management is the expert!"*



## PRACTICE START UP

No matter what step in the start up process you are, McKenzie Management has extensive experience in helping start up dental practices throughout North America.

We have developed a vast network of dental contractors, equipment vendors, dental architects, dental suppliers, legal counselors, accountants, financial institutions, and insurance providers. These business affiliates specialize in the dental field, which enables us to quickly and cost effectively get your practice operating profitably.

Working closely with you, we will guide you in building your practice. We will assist you in developing a plan that will allow you to not only start out on the right path but to continuously improve throughout your career.

McKenzie Management's Practice Start Up Program is designed to provide you with the knowledge and tools in starting your practice out "right" from the very beginning. We want you to achieve the success you desire and are eager to work with you to make that success a reality. Before, during or after the program, you have the entire support team at McKenzie Management here to answer your questions. Once you are a client, you are always a client. Management support is only a phone call away.

**McKenzie  
Management  
prepares you to  
face business  
challenges with  
confidence**

# Systems needed to grow your new practice

## MARKETING

- Marketing and branding yourself within the community to develop a patient base
- Providing samples of brochures and marketing pieces including working closely with designers and printing companies (does not include artwork, design, or printing costs)
- Review and guidance with logo creation and web design
- Developing new patient packets
- Discovering your niche and understanding your demographics
- Demographic Community Overview Report

## EMPLOYEES

- Recruiting, hiring and choosing the right personality for the right job
- Training employees
- Conducting successful employee performance review
- Determining how and when to terminate employees
- Delegation techniques and tips
- Creating job descriptions
- Developing a personnel policy manual

## FEES

- How to set a fee schedule - when to increase fees
- Comparative Fee Analysis - report detailing the most often performed dental procedures compared to fees compiled for your zip code

## OVERHEAD - EXPENSES

- Measuring overhead in your practice

- Setting up a personal expense sheet and budget
- Keeping costs at industry standards
- Learning about your profit & loss report
- Understanding paying bills and payroll
- Bookkeeping software and account set-up instruction

## NEW PATIENTS

- Development of new patient protocol
- Measuring new patient flow

## TECHNOLOGY/COMPUTER SYSTEMS

- The industry's computer systems review
- Report generation that will benefit your growth
- Internet involvement in systems

## HYGIENE DEPARTMENT

- Hiring a hygienist
- Hygiene department expectations
- Planning for the future - days of hygiene needed per week
- Measuring the success of your hygiene department
- Developing an effective recall system for successful patient retention

## SCHEDULING

- Four types of effective scheduling from the beginning of your career to the most advanced and know when to begin utilizing each type
- Cancellations and failures
- Confirmations

- Production per hour
- Maximizing clinical efficiency

## OFFICE DESIGN

- What to look for in "efficient" office design
- How many treatment rooms you will need to start and in the future
- Technology benefits
- Review of your new office plans

## CASH FLOW

- Billing procedures
- Insurance techniques to maximize patient's benefits
- Effective insurance filing procedures
- Establishing an effective financial policy that encourages patients to buy-in to the treatment you recommend
- Financial arrangement scripts

## CLINICAL

- Starting an inventory control system to control dental supply costs
- The how, when & why of treatment planning
- Effective treatment plan presentation

## PATIENT RECORDS

- Starting out paperless

## TELEPHONE

- Telephone systems, lines, features
- Telephone techniques to enhance patient rapport

# PRACTICE START UP



## PRELIMINARY CHECKLIST ✓

- Hire McKenzie Management as my business coach
- Demographic Overview
- Develop Business and Personal Budget
- Develop Business Plan
- Obtain Financing
- Hire Attorney
- Secure Location
- Hire Accountant
- Equipment and Supply Representative
- Contractor
- Financial Planner
- Open Business Checking Account
- Apply for Federal and State Tax ID Number
- Secure Insurance Agent/Company
- Get Logo, Branding, Web-site, Brochure, Letterhead, Business Cards, Sign
- Secure Phone Numbers and Lines
- Computer Hardware and Practice Management Software
- Technology
- Hiring
- Marketing Plan
- Set Opening Date
- Employee Policy Manual to State Law
- New Patient Procedures
- Business and Clinical Protocols
- System Measurements

### Want the IDEAL practice?

Contact our New Dentist  
Specialists at **877.777.6151**  
or **info@mckenziemgmt.com**.

**Tell us your plans  
and receive a  
complimentary  
Start Up Practice Pack.**

*This check list is NOT conclusive.*



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*Success Proven Dental Management Solutions*



[www.mckenziemgmt.com](http://www.mckenziemgmt.com)

<http://www.mckenziemgmt.com/cons-startup.php>