



American Association of Oral and Maxillofacial Surgeons

presents

Extreme Ownership of Your Implant Practice and Treatment Acceptance

Webinar

**Wednesday, May 17,
2017**

2:00 pm-3:30 pm Eastern

1:00 pm-2:30 pm Central

12:00 pm-1:30 pm

Mountain

11:00 am-12:30 pm

Pacific

Presented By:

Kevin Johnson

Extreme Ownership of Your Implant Practice and Treatment Acceptance Faculty and Planner Disclosure

The American Association of Oral and Maxillofacial Surgeons (AAOMS) is accredited as a provider of continuing medical education by the Accreditation Council for Continuing Medical Education (ACCME) and is recognized as a provider of continuing dental education by the American Dental Association Continuing Education Recognition Program (ADA CERP). The AAOMS adheres to the ACCME Essentials and Guidelines, including the ACCME Standards for Commercial Support, and the AAOMS adheres to the ADA CERP Standards and Procedures in its development and delivery of continuing medical and continuing dental education activities.

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The following faculty have reported that they have no industry relationships to disclose:

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In accordance with ACCME guidelines, the following disclosures are provided for members of the AAOMS Board of Trustees, AAOMS educational planning committees and AAOMS staff. Members of the groups identified below have participated in the planning, development and implementation of this educational activity.

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Committee on Practice Management and Professional Staff Development (CPMPSD)

The following members of the CPMPSD have reported the following industry relationship disclosures:

Jay C. Platt, DDS, Chairman- Dentsply, Speakers' Bureau

The following members of the CPMPSD have reported that they have no industry relationships to disclose:

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Choyke, Barbara S., CAE
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Hayson, Beth
Jones, Samantha E.

Lee, Caroline P.
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Peterson, Shannon
Schnitzer, Mary
Steuer, Rebecca
Treccia, Bridget
Wittich, Karin K.

All reported relevant conflicts of interest have been resolved by the Committee on Continuing Education and Professional Development and other planning committees as of 2/15/2017

Extreme Ownership of Your Dental Implant Practice

Kevin Johnson
May 17, 2017



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Agenda

- Extreme Ownership
- Implant practice goals
- Leading the implant practice
- Dominating performance indicators
- Solutions to inevitable problems



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Navy SEALs



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Extreme Ownership



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What is Extreme Ownership?

Extreme Ownership is a philosophy explaining the mindset of Navy SEALs.

- Defined mission
- Continuous preparation
- Leadership
- High standards
- Mental fortitude
- Zero failure attitude



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Navy Seals and Oral Surgery Teams - the Connection

- Mission and purpose
- Continued conditioning
- Mental fortitude
- Leadership
- Teamwork



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Ownership of a Problem

"We often treat problems and opportunities with the same mentality that we use to treat patients."



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Team Mission

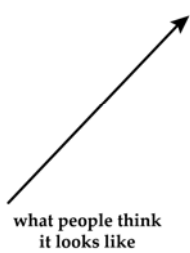


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SUCCESS

SUCCESS



what people think
it looks like



what it really
looks like



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Polling Question #1

Implant systems can remain the same no matter how many implants are placed annually.

True / False



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Mission

- The practice has a concrete, specific, written three year plan.
- Each team member can explain the mission concretely and concisely.
- Each team member can explain concretely and concisely how they contribute to the mission.



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Mission

- Daily activities are driven by the mission.
- Progress will be monitored.
- Course corrections will be made as needed.



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Leadership



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Passion

Definition - a strong feeling of enthusiasm or excitement for something or about doing something.



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Maintain the Passion



Disruption

Regression

Attitude

Miscommunication

Anxiety



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Passion and Leadership



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Polling Question #2

The majority of the implant process relies on the oral surgeon.

True / False

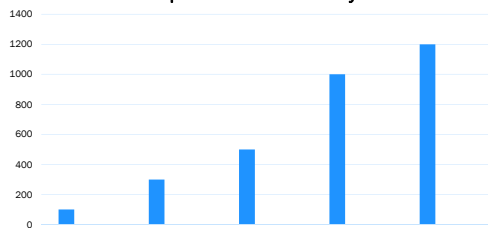


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Implant Practice Evolution

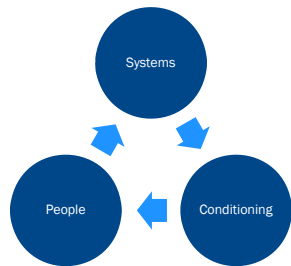
Implants Placed Annually



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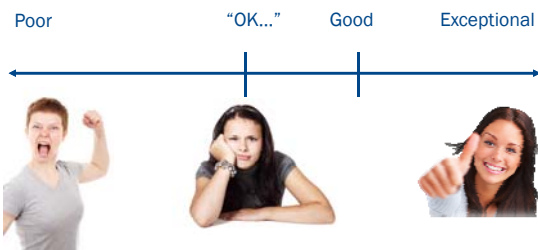
Evolution of Your Practice



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Patient Experience



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"We already do that....."



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Roles and Responsibilities

1. The Surgeon is running on time
2. The patients leave with a smile
3. Our referral sources are happy



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Roles and Responsibilities

Administrative Team

- Establish a relationship
- Gather information
- Record useful information
- Create expectations
- Teamwork



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Roles and Responsibilities

Surgical Team

- Continue relationship
- Gather information
- Prepare patient for consult
- Create expectations



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Roles and Responsibilities

Implant Coordinator

- Consultations
- Follow up
- Administrative responsibilities
- Marketing
- Inventory
- Surgery



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Roles and Responsibilities

Oral Surgeon Core Role/Responsibilities

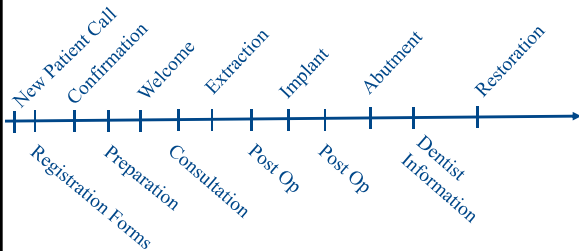
- Establish relationship
- Treatment recommendations
- Work with referring dentist
- Leverage the surgeon



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Implant Patient Timeline



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40% Rule



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40% Rule



"Life is not a matter of holding good cards, but of playing a poor hand well."

Robert Louis Stevenson



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The Competition



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Where to Invest?



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Conditioning



- Self talk
- Experiences
- Feedback
- Learning



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Positive Conditioning

- Job descriptions
- Team meetings
- On the job training
- Feedback
- Expected outcomes
- Accountability



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Team Meeting Investment

- F.I.T.
- Agenda
- Timely
- Consistent
- Relevant
- Practice!



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Polling Question #3

Regularly scheduled team meetings and department training sessions are a vital part of a successful oral surgery practice.

True / False



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Implant Practice Marketing

- Printed materials scream implant practice
- Online presence makes it clear you are an implant surgeon
- Your marketing is consistent and proactive
- Your marketing is driven by data



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Implant Practice Marketing

- Your marketing is geared to promote implants to ALL your referral sources
- Your new patient process exceeds expectations
- The entire team has a role in the practice marketing
- Relationships, relationships, relationships.....



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Implant Practice Marketing

- You have at least 10 strategies to drive more implant candidates to your practice
- We will acquire more implant candidates from the same referral base
- We will acquire more new referral sources.



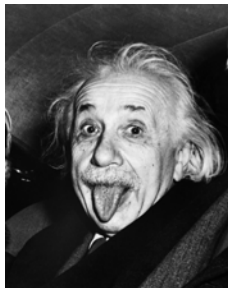
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Treatment Presentation

*"The definition of genius
is taking the complex
and making it simple."*

Albert Einstein



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K.I.S.S.

Keep It Simple Surgical-Team



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Lead the Way

"If I had asked people what they wanted, they would have said faster horses."
- Henry Ford



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Performance Indicators

Total Referrals and Implant Referrals



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Performance Indicators

Treatment Acceptance Rate



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Performance Indicators

Patient Progress



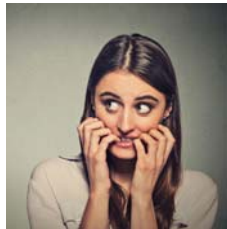
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Mental Fortitude

What causes hesitation?

- Fear of doing "it wrong."
- Fear it will not be perfect the first time.
- Fear of something negative happening.
- Fear of the manager, surgeon(s), patient or referral being unhappy.
- Fear of the unknown.....



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Time + Effort = Success

- Mission and purpose
- Ongoing training and conditioning.
- Teamwork and support
- Try it!
- Progress over perfection
- Perfection is relative



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Leadership

Who are your leaders?

- Surgeon(s)
- Manager(s)
- Team Leader(s)
- Team Members with knowledge
- The entire team



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Leadership

What is our need for leadership?

- Clear and consistent messages
- Teamwork
- Leading by example
- Empowerment
- 40% Rule



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Leadership

Where does leadership apply?

- Referring offices
- Patients
- Team members
- Community
- Yourself



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Application of Extreme Ownership

Your New Mission

1. We will place 100 more implants in the next 12 months.
2. We will redesign the Implant Coordinator position to meet our goals.
3. We will change our marketing plan to include more referral sources in our implant promotional efforts.



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Application of Extreme Ownership

Your New Mission

4. We will hire a Practice Liaison.
5. We will acquire 20 new implant referral sources.
6. We will train each employee on our implant process.



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Application of Extreme Ownership

Your New Mission

7. We will redesign our new patient process and consultations to heighten treatment acceptance.
8. We will redesign the new patient process to exceed patient and referral expectations.



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Application of Extreme Ownership

Your New Mission

9. We will train monthly to overcome new obstacles.
10. Our manager will monitor the progress and make course corrections as needed.



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Solutions to Inevitable Challenges

Diagnosis: Not enough implant referrals.

Recommendations:

- Administrative team training
- Marketing
- Relationships



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Solutions to Inevitable Challenges

Diagnosis: Frustrated referral sources.

Recommendations:

- Relationships
- Survey
- Follow through
- One on one



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Solutions to Inevitable Challenges

Diagnosis: We are too busy for more implant patients.

Recommendations:

- Reevaluate the schedule
- Block for implant patients
- Cater to your implant referral sources



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Solutions to Inevitable Challenges

Diagnosis: We have a low treatment acceptance rate.

Recommendations:

- Reevaluate the schedule
- Dedicate time for follow up
- Reevaluate the follow up
- Reevaluate the entire process



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**Extreme Ownership starts with YOU
and a zero failure mentality.**



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Thank You!

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