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?