



Enhancing the Patient Experience & Multi-Generational Buying Habits

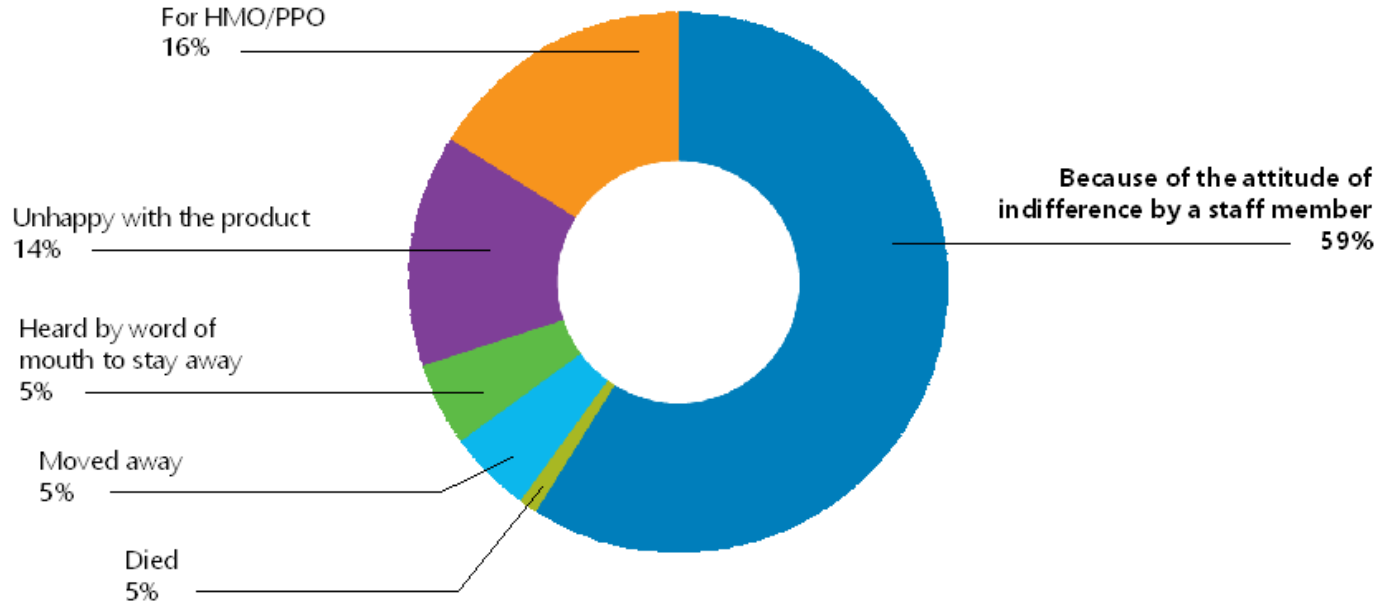
Presented By: Kendall Butler

WEALTH ADVISORY | OUTSOURCING | AUDIT, TAX, AND CONSULTING

Investment advisory services are offered through CliftonLarsonAllen Wealth Advisors, LLC, an SEC-registered investment advisor

WHY DO PATIENTS LEAVE A PRACTICE?

“People don’t leave a practice; they leave the people”



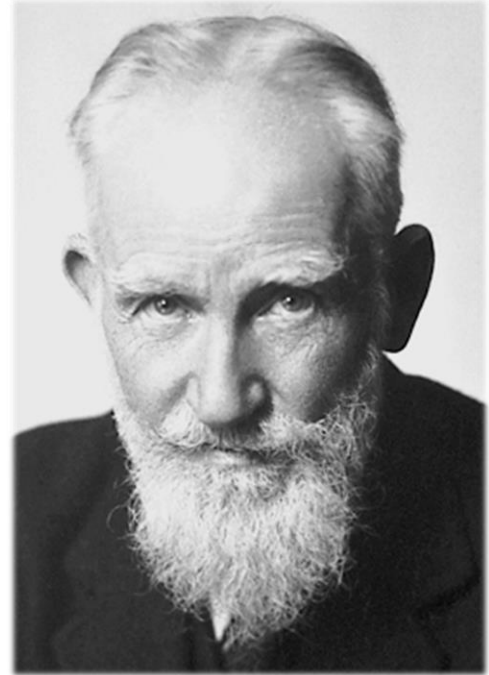
Perception Becomes Reality



WHAT IS COMMUNICATION?

“The single greatest problem in communication is the illusion that it has taken place.”

- George Bernard Shaw



EFFECTIVE COMMUNICATION SKILLS



LISTENING

(Use good non-verbal cues & reading others cues)



OPEN-MINDEDNESS

(Open to another's point of view leads to meaningful dialogue)



BE CLEAR & CONCISE

(State what needs to be said and do not talk too much)



RESPECT

(Use name, good eye contact, actively listening.)



FRIENDLINESS

(A smile, ask a question, nod occasionally)



FEEDBACK

(Giving appropriate feedback is an important comm. skill.)



EMPATHY

(Statements i.e. "I can understand why you feel that way")



PICK THE CORRECT MEDIUM

(Knowing when to communicate in person, email, or text)

GENERATIONAL VARIATION

How to Communicate to various age groups?



1910



Silver Surfers
(Over 65 Years-Old)



Baby Boomers
(1946 - 1964)



Generation X
(1965 - 1980)



Millennials
(1980 – 1995)

1995

COMMUNICATION STYLE – GENDER DIFFERENCES



MALE



FEMALE

One of the deepest human desires is to feel important and it is a principal rarely satisfied.





**If you and your team can be mindful
and respectful of these differences,
you will create a practice culture
that patients from ANY generation
will want to call home!**

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Supply Chain 101 Checklist

Presented By: Jordan Herbert

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1. Unauthorized Dealers



SPONSORED

3M ESPE Filtek Supreme Ultra Flow Z350 Flowable Composite 2 X 2gm Shade A1

Brand New

\$44.99

or Best Offer

Free Shipping

[Watch](#)

Filtek Supreme Ultra Flowable Restorative Refill Syringe A1 2g 2/Pack

Item #: 198-7140

Manufacturer: 3M Company

Manufacturer ID: 6032A1



filtek supreme ultra flowable syr a1 2pk

[View All](#)

 **BUY/GET REWARD**

3M Filtek Supreme Ultra Flow Buy 4, Get 1 Free

Your Price: \$76.56 / PKG

PKG

[Add to My Cart](#)

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2. Grey Market & Product Integrity



3. Random Price Changes



Typical Scenario

Current Unit Price	\$100
Manufacturer Price Increase to the	3%
Distributor Price Increase to the YOU	6%
New Unit Price	\$106



← “Margining up the Business”

4. Understand Product Utilization & Establish Product Evaluation Committee



VS.



5. Read Your Capital Equipment Contracts

INSTAGRAMS TERMS:
We reserve the right to
alter these Terms of Use
at any time. ...



6. Educate Yourself on The Market



Follow Industry News & Trends

- Industry Lawsuits
- Teledentistry
- Dental Therapists
- Digital Dentistry
- Patient Experience



Leverage Available Platforms

- Traditional Sources (i.e. Dental Economics)
- Facebook Groups
- Podcasts
- Networking Events

7. Know the Sunshine Act & Anti-Kickback



Sunshine Act

Purpose is to increase transparency between manufacturers and physicians by reporting payments made to physicians that accept federal programs (Dentists are Physicians)



Anti-Kickback Statutes

Prohibits a business or person from offering money to medical personnel in return for the recommendation of products or services to patients on certain federally covered medical programs (There are exceptions & safe harbors)

8. Establish KPIs & Implement QBRs



Key Performance Indicators (KPIs)

- Establish Metrics
- Supply Expense (as % of Production)
- Create Goals & Incentives



Quarterly Business Reviews (QBR)

- Discuss Practice Needs
- Establish Mutual Goals
- Strategy Development
- Leverage Vendors as extension of your team

9. Invest in Business CE Courses



DISTRIBUTORS



ADA



10. Join a Group Purchasing Organizations

The Facts



**96 – 98%
Utilize GPOs**



**Average 72%
of Purchases**



**\$36 – \$50 Billion
Annually**



**+600 Organizations
in US**