

about Dean C. Bellavia, Ph.D., M.S.



© The Bio-Engineering Co.
2015
www.DeanBellavia.com

For many decades, Dr. Bellavia has worked with hundreds of new and established practices and with thousands of team members to design most of the state-of-the-art orthodontic systems used today.

Dean has published four management books on orthodontics and two books on personality, has written scores of articles on practice management, has lectured to thousands of orthodontic professionals, and provides you with semi-monthly “Management Pearls” at www.DeanBellavia.com

Dean has spent the last 4 years developing **A~D~D~I~C~T**...a *complete*, systematic approach to practice management and do it yourself practice optimization.



What is Orthodontic Practice Management?

Management is composed of **3 Entities**:

- 1) Your well-chosen, well-organized, and well-trained **Team**...with an *attitude* of responsibility for their assigned tasks.

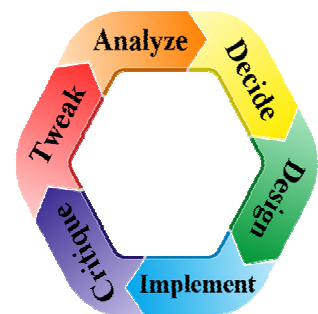


- 2) Your management **Systems** that your team works with...without systems (organized procedures) you have chaos.

Team Training Programs

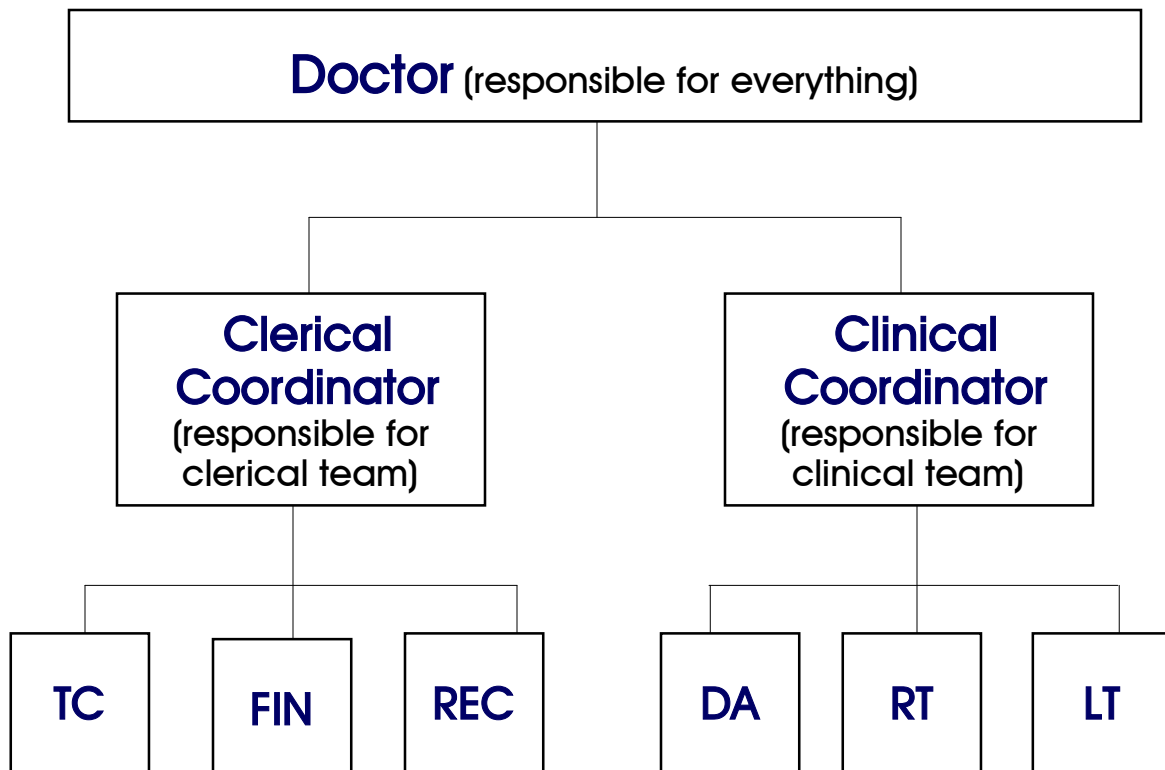
ORTHO & OSHA Orientation
TC Program
Receptionist Program
Financial Program
Chairside DA Program
Records Tech Program
Patient Trainer Program

- 3) A **Systematic Approach** to installing your systems; referred to as **A~D~D~I~C~T**



1) Your Management **TEAM**

With designated people
responsible for their systems.



2) Your Management **Systems**

There are **9 major** management systems:

Team Organization: levels of staffing, delegation of positions to staff

Team Hiring: seeking, screening, testing, interviewing, selecting

New Pt. Experience (TC): consults, fees, follow-up, OBS, communications

Team Training: legal/ortho orientations, training sequences, demonstrations

Team Scheduling: stats, Tx Mech, all appointments, calculate, design, control

Setting & Attaining Goals: set goals, monitor progress, make changes

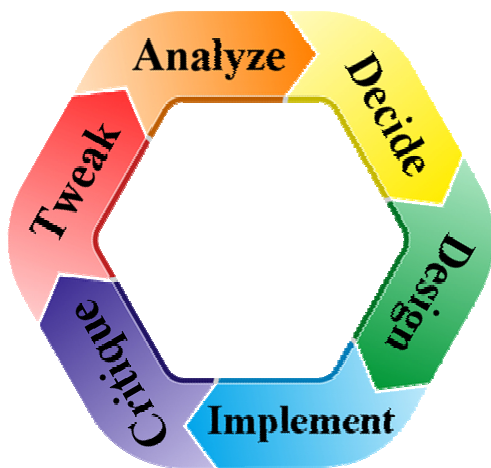
Tx Quality Control: Periodic Pt. Reviews, Pt. Training, Tx Mechanotherapy (appointment intervals, bonding techniques, wire/wire-bending skills, etc.)

Partnership or Association: associate types, personalities, shared management

Financial Control: income and expenses

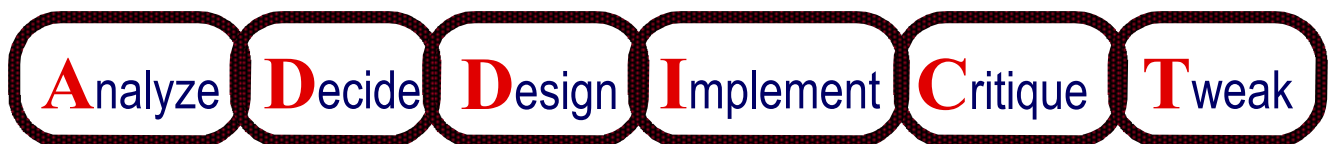
There are also **28 sub-systems** that support the **8 major systems** (see pages viii to vii).

3) A **Systematic Approach** to Installing Your Systems called...



A~D~D~I~C~T

...a sequence or
chain of logical
steps



...but the chain is only as strong as its
weakest link...

you need to give *every* step its due.



How do you use **A~D~D~I~C~T** to Optimize Your *Entire Practice*?

Not sure where to start? All practice systems are interrelated and need to be chronologically implemented or you're **doomed to failure**.

Step-1: Before you do anything...analyze your practice's needs

Step-2: Moving into a **New Office**?...*move in* before implementing **A~D~D~I~C~T**.

Step-3: Installing a **New Computer**?...*install it* before implementing **A~D~D~I~C~T**.

Step-4 Are you **Adequately staffed**? If so, great, if not, **A~D~D~I~C~T** your team organization and hiring—your systems are embedded in your team...no team...no systems.

Step-5: Are your **TC's conversion rates** and marketing adequate? If so, great, if not, **A~D~D~I~C~T** your TC programs next.

Step-6: Is your **Team Fully Trained**? If so, great, if not, **A~D~D~I~C~T** your training next.

Step-7: Once Step-1 through Step-6 are accounted for, you can **A~D~D~I~C~T** your **Scheduling** systems.

Step-8: If you are considering a **Partner or Associate**, this is when you should **A~D~D~I~C~T** it.



All of your **A~D~D~I~C~T *Straightforward Guides*** are self-contained programs to create the **9 major systems** (e.g., Team Organization, Hiring, etc.) along with its **28 sub-systems** (e.g., Balanced Practice Personality, Create an Office Policies Manual, etc.).

To design your **9 major systems** you will need either your own experiences, consultants, reference books or Management Kits. To design your **28 sub-systems** all you need is “Dr. Bellavia’s Management Pearls”. All of these 37 management systems are listed below.

A~D~D~I~C~T your **Team Organization** systems

Create your Team Organization

(to have efficient team utilization)

Automatic Management system (team’s responsibilities)

Create a Balanced Practice Personality

(to better interact with your team and patients)

Vaccinate yourself against organizational viruses

(to avoid organizational diseases)

Vaccinating against the Dismorale virus

Vaccinating against the Embezzlement virus

Control negative emotions and relationships

(for more positive relationships and Tx days)

Playing the Relationship Game for positive team relationships

Using Mind Set to control excessive emotional outbursts

A~D~D~I~C~T your New Pt. Experience TC systems

Create your Exceptional New Patient Exam

(for more starts, referrals and cooperation)

Evaluate Your TC's Strengths and Weaknesses

Learn Effective Selling by the TC

Exam/Consult Room redesign

Create your Fees & Financial Arrangement System

(for more starts and financial control)

Design your Fee Schedule

Making Acceptable Financial Agreements

Create your Ongoing Communications System

(for more referrals and patient cooperation)

Create your OBS & Ph-I Retn Recall Control System

(for OBS and Ph-II Starts)

Create your Transfer Patient Control Philosophy

(for better financial & Tx quality control)

Create your Run-On Patient Control

(to resolve the cases that are out of control)

Create your Patient Visits systems

(to make every appointment an exceptional experience)

A~D~D~I~C~T your **Team Scheduling** systems

Create your Ideal Scheduling System

(to optimize team utilization and patient flow)

Use a Rotation Schedule & Vertical Calendar

(to maximize your availability)

Control your Schedule System

(when patients mess up your perfect day)

Optimize your Daily Patient Flow

(because you need more than an ideal schedule)

A~D~D~I~C~T your **Tx Quality Control** systems

Create an Efficient Tx Mechanotherapy

(for more consistent treatment planning)

Your Tx Mechanotherapy Systems

Completing your Run-on Cases

Create your Periodic Pt. Review System

(to keep your Estimated Completion Date)

Create your Pt. Training & Cooperation Letter System

(for better patient cooperation)

Periodic Patient Reviews

Patient Training Cooperation Program

A~D~D~I~C~T your **Team Training** systems

Create your Team Member Training system

(for fast, effective comprehensive training)

Create your Legal Orientation

(to keep everything legal and safe)

Create your Orthodontic Orientation

(to become familiar with *your* orthodontics)

Create your Environmental Safety Program

(to keep your team and patients safe)

A~D~D~I~C~T your **Team Hiring** systems

Create your Team Hiring System

(to hire the right person the first time)

Negotiate Salaries & Benefits

(for an understanding between of what's to come)

Create an Office Policy Manual

(so that she knows the rules and agrees to them)

A~D~D~I~C~T your **Associate or Partner & Retirement** system

Create your Ideal Partner or Associate system

(to share practice responsibilities or retire)

A~D~D~I~C~T your **Goals & Report** systems

Create your Reporting Systems

(to Set and Attain your realistic goals)

Set Realistic Goals

Create your Monthly Statistics forms

Create your Marketing Systems

(to reach your patient market and let them know you exist)

Utilize your Marketing Programs

(Re-)Create a Website that Works

(to make those who reach it *want* to have treatment by you)

Consider Alternative Tx Mechanotherapies

(Invisalign, etc., to broaden your *adult* market)

Create better PCD Referral Control

(to encourage referring dentists to send more patients)

Create your Team Bonus System

(a win-win system to inspire your team to grow your practice)

A~D~D~I~C~T your **Financial Control** systems

Create your Daily Cash Control system

(to make sure what you collect goes in the bank)

Create your Past Due Control system

(to make sure you collect all that is due you)

Create you're A.P & Payroll system

(to account for the expense aspect of business)

Create you're Purchasing (supplies) Control system

(to lessen waste and expense)