



THE 90 DAY

NATURAL PATH TO DENTAL PROFITS

COACHING INTENSIVE

TM

The BioCompatible Dentist, LLC
757-220-1848

The 90 Day Natural Path to Dental Profits - Coaching Intensive™

..... “revealing the natural evolution of dentistry”

THE MOST PROFITABLE BUSINESS MODEL IN DENTISTRY – HOW YOU, YOUR PATIENT, YOUR STAFF, AND YOUR BUSINESS BENEFIT!

The Coaching Intensive™: Your patient’s health, your practice growth and personal prosperity:

- Increase new patient value – provide the new patient with an extraordinary experience
- Treatment plan with the Oral Systemic Connection
- Decrease overhead up to 5 – 10%
- Rejuvenate the Hygiene Department – increase existing patient value
- Increase practice revenues – dramatically
- Create your Perfect Dental Day™ - make the hygiene department/front desk/clinical team one cohesive unit, providing your best BioCompatible dental care
- Learn Dental Case Presentation Mastery™
- Enjoy the benefits of the doctor led and a staff driven office – team performance and participation in propelling the business of the dental office



“New discovery (through science and innovation) is redirecting the evolution of dentistry to include whole body health and create new value.”

Peter S. Evans, MS, DDS, MAGD
President, The BioCompatible Dentist, LLC

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“Wow, what a year! The whole office has come together to be the magnificent team I always knew they could be! It’s exciting to come to work and see the entire office working together as a whole for the good of our patients and our practice.”

Dr. Robert J. Banks

WORKING WITHIN THE EVOLUTION OF DENTISTRY

The 90 Day Natural Path to Dental Profits – Coaching Intensive™ is a system of results driven strategies to provide your best BioCompatible dental care and improve your practice performance. You will realize how improving each area of the core business principles results in a practice that benefits you, your patients, your staff, and your business.

The Core Four:

- Your power: your leadership abilities and your ability to handle conflict/confrontation.
- Your practice: how your business runs ... the operating systems.
- Your people: have your staff drive your business, relieving you of 95% of the managerial problems.
- Your patients: how you diagnose and treatment plan your patients for whole body dentistry.

“Dr. Evans’ BioCompatible program raised my awareness of the dangers of mercury poisoning significantly beyond my present knowledge. The techniques allow my staff, me, and our patients, to practice in a much safer environment.”

-Barry Omahundro, DDS, PC

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HOW THE COACHING INTENSIVE™ WORKS?

1. **The Practice Analysis (2-4 weeks of data gathering):**

We perform a detailed comprehensive analysis of your practice’s strengths and weaknesses. We look for what is possible given your set of circumstances. Some practices are not ready. We understand this. But if you are a candidate, your individual wants, needs, and desires will be taken into account as we (together) design your future growth and prosperity.

2. **Modular Systems:**

The Coaching Intensive™ is grounded in 9 modules that include the proven systems that drive your dental business.

Modules:

- Setting Short-Term and Long-Term Goals Using Business Metrics to Direct Your Dental Office.
- Creating The Extraordinary Staff Driven Office with Staff Organized Staff Meetings.
- Creating the **Perfect Dental Day™** – The Team Approach.
- Understanding the Importance of **The Remarkably Impressive New Patient Experience.**
- The Right Hygiene Department - How To Build Your Business With Unsurpassed Hygiene Support.
- **Dental Case Presentation Mastery™** – Creating a Format to Get Your Best BioCompatible Dentistry off the Shelf.
- Procedures and Protocols for The BioCompatible component of your practice.
- Financial Arrangements - Make Your Best BioCompatible Dentistry Affordable
- Marketing the BioCompatible Practice – Your Existing Patients, Your New Patients, and Your Referral Network.

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3. **Individual Solutions:**

The “one size fits all” type of advice just doesn’t work anymore. You are specialized and detailed in your practice. The solutions will be tailor made for *your* success ... we will address *your* practice needs one to one.

4. **Module Action Plan (MAP):**

Your “MAP” will be developed weekly from your wants, needs, and desires for your specific practice requirements. Just follow the MAP ... to reach your goals!

5. **The End Result:**

We want to help by giving great content, direction and strategies that move you forward, faster. If you have decided to work to arrange your office and deal with your circumstances ... read on. If not, there is no need to turn the page.

6. **Your Investment:**

Your investment for **The 90 Day Natural Path to Dental Profits – Coaching Intensive™** is \$37,500 (plus expenses for airfare, hotel, car and meals for the 2- day on-site and the 1 – day on-site). Additionally, you will receive the entire 8 CD coursework **The Natural Path to Dental Profits**, + a certificate for 3 additional consulting calls with Dr. Evans + 3 more bonuses ... the 4 CD course - **The Extraordinary Staff Driven Office** and the 4 CD course - **Dental Case Presentation Mastery™**. You will also receive the 4 CD course **The Critical Importance of Hygiene Reporting for Business Growth and Prosperity** - this is a total of \$5485 in bonuses.

We offer a 10% discount when paid in full upon initial data collection. We also offer a convenient seven-month payment program. Contact Rachel at 757-220-1848 to discuss the options available for you and your office.

7. **Your Results:**

The **Coaching Intensive™** program pays for itself at least two times over! Based on the results of his coaching, you and Dr. Evans will accomplish this goal or he will work with you until you do. It’s a fact that most of the coaching clients do much more.

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THE CURRICULUM

The curriculum for **The 90 Day Natural Path to Dental Profits – Coaching Intensive™** begins with:

Phase I

A 2 – 4 week data gathering period to put all of the business metrics in place for your practice before you start Phase II.

Phase II

The 90 Day **Coaching Intensive** continues with 9 educational modules delivered during the monthly 30-minute coaching calls with doctor (and staff), e-mail topics for staff meeting discussions, and an action list ... the MAP (Module Action Plan). Each MAP will guide you with a logical and easy step by step process of dental business development. The 2 - day on-site visit with Dr. Evans will have you and your staff excited about *driving* your office into the new levels of production and prosperity in the era of whole body dentistry and the Oral Systemic Connection. Phase II is 90 days in length and the 2 – day onsite is completed during or just after this Phase II.

Phase III

There are six months of follow up and implementation of the systems, strategies, procedures and protocols that will develop a cohesive team, elevate your patient care and improve your business bottom line. The 1 day, on-site visit with Dr. Evans is completed during this Phase III and is designed by you and Dr. Evans to “clean up” the roadblocks and bottlenecks of the practice and to open the way for accelerated growth and prosperity for your business.

To start the **Coaching Intensive™** ... we will analyze the productivity and effectiveness of your office and then recommend and help implement individualized systems, strategies, procedures and protocols that will increase the efficiency and productivity of your business.

You and your staff will be given 3 ring binders for the **90 Day Natural Path to Dental Profits – Coaching Intensive™** program where you will keep call notes, e-mails, staff meeting agendas, and your Module Action Plans.

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Onsite Support:

During the Phase II - 90 days of the **Coaching Intensive™**, there will be a 2 - day on-site event with Dr. Evans to work with and interact with you and your staff, and personally oversee implementation. A second 1 - day on-site coaching day will be provided during Phase III.

The curriculum covers all of the following:

- business statistics (the metrics)
- team performance and participation in propelling the business of the dental office
- setting goals for the business and achieving them
- providing the new patient with an extraordinary experience,
- making the Hygiene Department, the front desk and the clinical team one cohesive unit,
- providing you with the procedures and protocols to get your best BioCompatible Dentistry off the shelf ... with 100% collections rate
- and lastly, developing a marketing plan for BioCompatible Dentistry

Your **Coaching Intensive** notebook is divided by modules so that you may keep copies of the MAP and e-mail instructions. This notebook will also be your staff meeting notebook as you gain control, direction and productivity of your staff and dental office.

“I am still working through the course notebooks and have been communicating to my patients about mercury in their existing silver fillings. Yesterday, I replaced amalgam fillings in a patient with M.S. She was very pleased with the system I used.”

-Dr. Terry Vines

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Module 1:

Setting Short-Term and Long-Term Goals for the BioCompatible Office Using Business Metrics to Direct Your Dental Office

Profitable businesses use metrics to determine the efficiency of their operation. There are three main metrics that we use to determine efficiency and profitability of your practice. These metrics become the guide to create the policies, procedures and systems.

Module 2:

How to Create the Extraordinary Staff Driven Office with Staff Organized Staff Meetings

The most powerful resource in the dental office is the staff ... the team. The secret to having a powerful, confident staff is revealed in this module.

Module 3:

How to Create the Perfect Dental Day™ with Goals, Metrics and Appointment Book Control

Everyone in the office has their own idea about what the *Perfect Dental Day* should be. It's actually a very simple concept ... and not as easy to implement. You get the formula in this module to make it easy to reach the goal of the *Perfect Dental Day*.

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Module 4:

Creating the Remarkably Impressive New Patient Experience

New patients are the life blood of a dental practice ... you know this. We will start this new patient journey ... from the marketing that gets the patient to call your office, the first phone contact, the first in person contact, the new patient exam, and everything in between. You will be amazed at the missed opportunity to create a lasting impression ... the most important element of a lifetime patient.

Module 5:

The Right Hygiene Department – How to Build Your Business with Unsurpassed Hygiene Support

The Hygiene Department plays a critical role in getting patients to say yes to treatment. Much of the office production hinges on the ability of this department to sell dentistry. In this module you will realize the critical importance of hygiene reporting for practice growth and prosperity. The “hygiene check” will become a “health check” that benefits the patient and the practice.

Module 6:

Dental Case Presentation Mastery – Creating the Format to Get Your Best BioCompatible Dentistry off the Shelf

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Understanding the buying habits of your patients, and what makes them tick, is critical for the success of getting your dentistry off-the-shelf. This module covers the four stages a buyer, the four steps of the seller, and the seven laws of selling.

Module 7:

The Procedures and Protocols – How to Provide Metal Free BioCompatible Dentistry

This module contains most of the fun stuff. This is the “how to” part of your **Coaching Intensive**. We will cover all of the procedures and protocols ... from the BioCompatible point of view.

Module 8:

Financial Arrangements – Making Your Best BioCompatible Dentistry Affordable

Making your dentistry affordable for the patient is the main thrust of this module. We will analyze the financial arrangements of your office and discover the many ways to make your BioCompatible dentistry affordable for your patient.

Module 9:

Marketing the BioCompatible Practice – Your Existing Patients, Your New Patients, and Your Referral Network

There may be many patients in your practice that don't know you provide BioCompatible dental care. This is the first place you need to look for a new patient ... someone who has been with you for years ... someone who trusts you. We will also look at sources of new patients and creating a referral network for the office.

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“I know Dr. Evans and consider him to be highly trained, experienced, skilled and caring. I am impressed with the depth of his knowledge and understanding about the critically important relationship of oral to overall health. I highly recommend him.”

-Dr. Tom McGuire

BENEFITTING YOU, YOUR STAFF, YOUR BUSINESS AND YOUR ENVIRONMENT

Practice growth and prosperity not only depends on the fundamentals and basics, but on increasing production while refreshing, refining, and refueling your office with new ideas and strategies.

You now have this opportunity in front of you!

During your **Coaching Intensive™**, Dr. Evans will provide your office with personalized strategies and practice performance systems. Your office will have all of the business elements to drive growth, diagnose and treatment plan your best BioCompatible dental care and elevate your bottom line.

This is a one-of-a-kind **Coaching Intensive** ... for YOUR office.

Call Rachel at 757-220-1848 or email us at biocompatibledentist@gmail.com to get started.