

How Lower Stress and Better Communications Increase Revenue

“Jen Butler became a true mentor for my business,” says Dr. Mehran Hassanzadeh. After achieving his dental degree from Nova Southeastern University in Florida, Dr. Ron, as his patients call him, established his dental practice in his hometown of Atlanta, Georgia. Three years later, he realized that his stress and staffing problems were worsening despite his best efforts and affecting his bottom line.

He explains, “I needed detailed analysis and support that was personalized to my situation. Many consultants don’t try to understand the impact personal concerns have on the business. Jen was very involved in trying to understand my goals and ambitions, changing the way I motivate my employees and changing how I relate to patients. After working with her, we were able to double our production and my profit margin went up 30%.”

As CEO and founder of JB Partners, LLC, Jen Butler applies her experiences in public health and with major corporations, as well as her master certification as an Executive Business Coach, to delve deeply into the many issues faced by dental practitioners. “Improving a dental practice generally isn’t a matter of adding bells and whistles,” she asserts, “but leveraging what is already available and taking advantage of missed opportunities. In Dr. Ron’s case, within three days we added \$104,603 of production to be completed within the next 3 weeks of our visit, in part by improving communications with his team and with patients. The best part is, we worked side-by-side with them to teach-train-showmodel-transfer the skills; and the team has kept up the effective communication skills to maintain the higher production.”



“

After working with Jen, we were able to double our production and my profit margin went up 30%.

Dr. Ron, Atlanta, GA

Communications With Staff

His work with JB Partners, says Dr. Ron, “taught me to be cognizant of my energy levels and showed me how my energy affected others.”

Creating a supportive work environment is nearly impossible if a dentist is stressed over business issues. Situational, psychological and physiological stress—difficulties at home or in the office, a feeling of being overwhelmed and physical tension—begin to feed off each other. Stress-based reactions may include irritability, decreased concentration, pessimism and inability to manage time, all of which affect a leader’s communication style and a team’s ability to function as a team.

“Jen positioned me to be a leader,” states Dr. Ron. “Her biggest strength is her ability to help with stress management. Employees react to a leader’s stress levels. I expected my employees to do everything in a very certain way. I learned to let employees work on their own terms and that freed me to work on my business instead of in my business. I learned how to motivate my employees and gained rapport with my staff.”

Communications With Patients

Dentists often benefit from a reminder that they are doctors—that teeth are a gateway to overall health and the conversation with patients should continue beyond an immediate fix. Patients respond well to information about healthy teeth and gums as the gateway to overall health. For example, headaches may be caused by a poor alignment or by tension in the jaw and misaligned teeth may be harder to clean, leading to more cavities.

By changing the conversation with patients from immediate problems to how oral health affects their lives, a dentist increases the value that patients place upon dentistry and their willingness to consider procedures that are in their best interest.

One way Dr. Ron and his team changed their conversations with patients was by asking about the patient’s preferences, using the JB Partners’ technique of The Magic Question. For example, he and his team began asking patients with multiple cavities whether they preferred to have them all filled at once or during several appointments? As a result, Dr. Ron completed more procedures by quadrant or hemisphere rather than one-by-one over several appointments.

That alone increased the revenue stream, as well as benefitting patients who expressed difficulty in fitting multiple appointments into their busy lives. “When I started out,” Dr. Ron remembers, “my practice was growing but I had difficulty in maintaining adequate systems and I didn’t know how to establish rapport with my staff and patients. After working with JB Partners, I more than doubled my numbers. In the future we’ll focus on reducing overhead and expenses and I’m expecting those numbers to improve even more. Jen always has great things to teach.

