

Inside This Edition:

Top 3 Business Strategies from
Peyton Manning

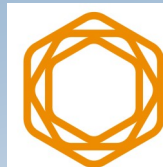


Our Mission:

To positively influence the quality of life in Michigan by directing our God-given talent of fixing and maintaining computer systems to dental practices so they can deliver exceptional care to their patients.



"I miss the days when tech support was a new bulb for the overhead."



DENTAL TECHNOLOGY ADVISOR

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JUNE 2019

What's New

Congratulations to Clinton and Katie Marsh (and puppy Mellow!) on the purchase of their new house! Clinton is our Inside Technical Sales Consultant, which includes answering your phone calls, scheduling your remote and onsite support activities, and analyzing your system to make appropriate equipment and services recommendations.

Clinton & Katie are working hard to make their new house a home, so if he stops by your practice, please feel free to give him a little friendly jab if you see him with paint on his hands or in his hair!



CELEBRATING 15 YEARS OF EXCELLENCE



Top 3 Strategies I Learned From Peyton Manning To Improve Leadership And Grow My Business

Peyton Manning knows a thing or two about success. As one of the most legendary

quarterbacks in the history of football, he's reached heights few of us can ever hope to match, regardless of our field. When looking at a career as storied as Manning's, it's tempting to attribute his dominance to sheer innate talent and maybe some kind of preternatural work ethic. Certainly, if you ask him, he'll tell you that these two are essential ingredients to any kind of outsized success. But there's a third factor that we tend to overlook from the sidelines, one that has tremendous implications for our roles as business leaders: the influence of those who coach us along the way.

Speaking at a recent conference I attended, Manning said something that really stuck with me. "I think you *always* need to be coached," he said. "Whatever level of success anyone in this room has reached, someone's gonna hit a plateau. We need a

coach to unlock our full potential."

No matter where we're at in our work and lives, it's vital that we seek out folks to keep us accountable and moving forward. Luckily, I found Manning himself to be an invaluable resource in that regard. While he's not about to sit down with me one-on-one, he definitely left us with a few key lessons we could all benefit from.

1. RECOGNIZE THAT YOU DON'T KNOW EVERYTHING.

It's easy to balk when you hear a quarterback with two Super Bowl wins and five MVP awards under his belt tell you to remain humble in your self-perception, but it's also telling. "I believe in mentoring and paying it forward," he said, "but I also believe that we shouldn't think we have it all figured out and that we don't need to be mentored."

Continued on pg.2



Years back, Peyton and his brother, Eli, had a shared coach: David Cutcliffe, now the head coach at Duke University. Even after they'd entered the NFL, both he and his brother would return to Coach Cutcliffe and seek his insight and guidance to refresh and strengthen their fundamentals. It was "like we were 18-year-old college freshmen in college again, working on how to take a snap," Manning says. Even as a 14-year all-pro quarterback, he continued to seek the counsel of his mentors on the most basic aspects of the game. "The point is that the little things do matter," he said. "Keep being coached, and keep being evaluated."

2.BE ADAPTIVE.

As CEOs and managers, we're the "coaches" of our business teams. And the best coaches, according to Manning, are the ones who know the members of their team and consistently play to their strengths. For example, the best offensive coordinators that Manning played for "were adaptive in designing the offensive system ... around the players that he had on the team that year." Since Manning is not particularly fast, coaches wouldn't structure their offense on a lot of running plays, for instance. Rather than trying to magically turn him into a faster runner overnight, successful leaders

"Rather than complaining about your employees' faults, hone in on their talents."

Security Byte

This section of the newsletter will help remove the confusion and fear concerning cybersecurity and how it relates to your practice and home.

Frustrated with Your Internet Going Down?

If your practice loses internet, there are many things you can't do. Most Payment Processing applications, VoIP phones, Insurance Claim processing, and more require an internet connection to function. There are now AFFORDABLE devices and services offered that

tapped into the things he *was* good at.

"Design plays that your team can do," he said. "Don't put them in situations where they're not going to be really comfortable and not going to be successful ... Being flexible based on who's in the room is a good way to coach."

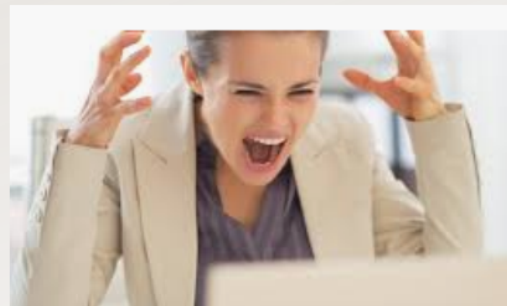
Rather than complaining about your employees' faults, hone in on their talents. This will not only motivate and inspire those you work for, but it'll also optimize outcomes in your business for the long haul.

3.PRACTICE SERIOUSLY.

When asked how he was able to consistently thrive under such incredible pressure, Manning cited a piece of advice he received early on in his football career: "Treat practice like a game."

"Create those intense situations during practice, during the course of the week," he said, "so that when Sunday afternoon or whenever that big moment comes around, you're not overwhelmed by the moment." At Manning's practices, the team would always strive to maintain the same level of intensity they'd bring to a big game, from their own attitudes to the piping crowd noise.

"The biggest mistake people make in that mecca moment," he said, speaking about the Super Bowl, "is to try to do something *different* from what they've been doing all season to get them to that point." Find what works and cultivate it relentlessly, to the point that you and your team can do it in your sleep. "The competition's going to be tough. It won't be easy," Manning said. "But there's a reason you're there in that moment ... because you've had great success." Keep doing those things while keeping a mind on your team, and further success will surely follow.



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The top 5 reasons why your dental patients just aren't showing up

If dentists can figure out why patients cancel their appointments at the last minute, they might be able to solve the problem.

Here are a few suggestions:

It seems like broken appointments and the chaos they bring are just part of running a dental practice. Just about every day, at least one patient does not show up or calls at the last minute to say he or she won't be able to make the appointment after all.

The team goes into panic mode and tries to find someone to fill the open spot so the office can still meet daily production goals. Usually, the spot stays empty, which hurts practice production and the bottom line. I'm here to tell you that it doesn't have to be this way. While you'll never completely eliminate broken appointments (life happens to everyone, after all) there are steps you can take to stop them from being a daily occurrence. But first, you have to figure out why your patients are flaking out. Once you understand their reasons, you can put a plan in place to get more patients in the chair during their scheduled appointment times, reducing stress for everyone in your practice.

Here are the top five reasons patients are not showing up, along with a little advice to get them to make their appointments a priority.

• They simply don't see the value in dentistry

If patients are constantly skipping their dental appointments, chances are they don't understand the importance of these appointments. That's where education comes in.

When you have patients in the chair, take the time to educate them about why it's critical for them to maintain their oral health. Talk with them about any problems you find and the possible consequences of ignoring these problems. Use videos, intraoral cameras, and radiographs to show them what you see. They'll get it, and that means they'll show up. It's also a good idea to keep the education coming even after the visit is over. Send



out monthly e-newsletters with information about the services you provide as well as education about common dental health issues. You can also include educational materials with any bills you send in the mail. This all helps to keep dentistry top of mind and serves to remind patients just why they should keep their dental appointments.

• There's no sense of urgency

Patients tend to think they can put off dental care. They simply are not aware that skipping routine visits and delaying treatment could lead to expensive, painful problems down the road. Again, that's where you and your team members come in. Make patients understand what can happen if they ignore problems or slack off on prevention. Create a sense of urgency and they'll be more likely to show up.

This goes for hygiene as well. Train your hygienists to talk with patients about the oral-systemic link. Once patients understand that, their dental appointments will move up higher on their priority lists.

• They don't realize what all goes into every appointment

Most patients don't put much thought into what happens during their dental appointments. That means they have no idea how much work it is or how much it sets your practice back when they cancel at the last minute. To show them, I suggest you give patients a list to take home at the end of every appointment. This list should include all the services provided, a review of the hygiene evaluation, home care instructions, recommended treatment, and all the free products in their goody bag.

This might sound like a lot, but if you have a template set up it won't take much time for a team member to put the list together, and it will go a long way in showing patients exactly what they get from every appointment, and why they shouldn't cancel at the last minute.

• There's no cancellation policy

If your practice doesn't have a cancellation protocol, most patients won't think twice about calling to tell you they're not coming in. That's why I suggest you create a protocol and communicate it with patients every time they make an appointment. Ask them to cancel at least two days in advance so another patient can see the doctor at that time.

• They simply forget

Your patients have a lot going on in their lives, so it's easy for them to forget about a dental appointment they made a few months ago. That's why I suggest you send reminders to every patient at least a few days out.

Ask patients if they prefer to be contacted via email, phone, or text, then send them reminders via that method. If they see the reminder and know they have a conflict, they can give the practice a few days' notice rather than just a few hours.

Broken appointments are stressful and costly. Taking the time to educate patients will help them see the value in their appointments and of maintaining their oral health, and that will make them more likely to show up.

-Sally McKenzie-dentistryiq.com