

# ENDO INC

## ROOT CANAL SPECIALISTS

### NORTH SHORE

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# 25 Ways to Boost Staff Engagement By Jay Geier<sup>1</sup>

**1: Create and encourage leadership among your staff:** Look around and ask yourself – are people in the right roles? Are they happy there? Do they take their current responsibilities beyond what is expected? Do your hidden leaders have opportunities to step out? They may be chomping at the bit for a chance to do something more.

**2: Never hold back on investing in your people:** Your staff is your human capital – your biggest ROI. They create the environment for your patient experience. With proper training, they can be responsible for increasing your monthly new patient numbers and retaining the ones you've had for years.

**3: Support professional growth:** As a dentist, you are required to continue your education to stay on top of current clinical advances and changes in technology. It makes you a better clinician. So why wouldn't you encourage your staff to become better at what they do?

**4: Delegate to your team:** A good manager doesn't do it all. Sharing responsibilities keeps your staff engaged and gives them the opportunity to grow beyond their current responsibilities while you are freed up to focus on dentistry.

**5: Give up control:** With additional responsibility, you've got to be able to give up control and trust that your staff will do what is asked of them (what you're paying them for!). But that doesn't mean you never look back. Create regular "checkpoints" to assess progress or identify roadblocks.

**6: Hold your team accountable:** This might be hard to believe, but your team wants (and needs!) accountability. It's impossible to check in on every single team member of your office every day. But staying in tune with your people is critical to reaching your goals and growing your practice. You need your team to perform at a high level and they need to know what your expectations are for them and how you will check on their progress.

**7: Share your vision:** Remember when you decided you wanted to become a dentist? I'll bet you had a vision of changing lives and perhaps making the world a better place. Share your vision with your staff. Remind them (and yourself) why you are doing what you are doing. Get them on board to share this vision with you so they can feel responsible for making it happen.

**8: Implement morning huddles:** Start the day off right with a 10–15 minute team meeting. Set goals, share wins and establish expectations for the way the day will run. Use this as an opportunity to announce contests, recognize staff members and receive valuable input from the team.

**9: Encourage goal setting (personal and professional):** Having goals for the practice is a given, but your team members should also have goals for themselves – both in and out of the office – and you should know them. These can be shared at morning huddles or even posted publicly for instant accountability.

**10: Celebrate wins:** Good news spreads fast and can instantly raise the mood of the environment. At the Scheduling

25 Ways to Boost Staff Engagement .....	(1, 2)
13 Tips for Running a Business .....	(3)
Choosing the Best Oral Appliance.....	(4)

# 25 Continued from page 1

Institute, we announce wins before every meeting to get everyone motivated and in a positive mindset. It's also a reminder that wins are acknowledged and appreciated!

**11: Say thank you:** Say it, write it, text it... however you need to communicate your appreciation – do it! Block regular time in your calendar to send thank you notes to your team members. Go an additional step and include a \$5 gift card to a local coffee shop or Starbucks.

**12: Buy your team lunch unexpectedly "just because":** Support your local deli or restaurant and surprise your staff with a catered lunch. I often hire food trucks to come to our office to express my gratitude for their hard work. It creates buzz and excitement that goes a long way.

**13: Incentivize:** Create financial incentives for your staff to perform beyond their normal or typical expectations. Talented people respond really well to incentives and will over-deliver almost every time. This is an easy one and is a win/win for your staff and your practice.

**14: Mentor them:** Be more than their boss. Be a mentor. Make an impact on them that reaches beyond the practice walls. Be someone they want to do their best for.

**15: Hold them to a higher standard:** Don't settle for mediocre. As long as your standards aren't impossible, raise them! The higher your standards, the harder your team will work to meet them.

**16: Help them reach their full potential:** Everyone of your team members has his/her own special skills or talents. Sometimes it takes an outsider to see them. Help identify your team members' strengths and provide them with opportunities to leverage them.

**17: Build everything on trust:** All successful relationships are built on trust. Your relationship with your staff is no different. Provide an environment that nurtures mutual respect and encourages open communication without judgment. And be sure to follow through on your promises – your team is paying attention!

**18: Lead by example:** If you're a parent, you are well aware of how your actions (not words) are viewed by your children. It's the same way with your staff. If you are averse to change, they will be too. This goes hand-in-hand with mentoring. Use this as an opportunity to show them how to live with integrity and purpose.

**19: Foster a positive work environment:** Negative attitudes can wreak havoc on the morale of the team. When the going gets tough, take it on as a challenge to be met. Be sure to recognize those with positive attitudes throughout and do a gut check: Know they will take from your lead.

**20: Take an interest in their personal lives:** Ask questions about their family, their hobbies, their lives outside the office. Do they share a love for the local MLB team? Plan an outing to the stadium to see a game. Every year I host a family day for the Atlanta Braves. We tailgate, play corn hole, eat BBQ and get to know each other and their families. Then we go watch the game. It's a lot of fun for everyone and it gets people to relate to each other outside of the office.

**21: Share patient testimonials:** Let your team understand the impact they're having. We send out a daily success story email to our staff and it is a huge motivator for our team to work hard to impact someone else's life in the same way.

**22: Give back regularly to your community... together:** What better way to bond than over charitable giving? It's great for your community, it's great for your employees and it does wonders for how the community views your practice.

**23: Allow mistakes and lessons without fear of retribution:** Nobody wants to fail, but you don't want that fear to hold your employees back from progress. After all, it is in failure where we learn the most! Remind your staff that it's ok to take reasonable risks and fail. And when they do, encourage them to learn from their mistakes and move on.

**24: Always take some of the blame in any mistake:** If you are leading the team, you are influencing their decisions. If they make a mistake, it's likely due to your direction (or lack of it). Be sure to remind them that all fingers are not pointing outward.

**25: Don't let go of the reins:** Autonomy is great, but your team still needs a leader. Don't forget you're the one in charge – you are ultimately responsible for the success, or failure, of your practice.

Not convinced you need to increase the engagement of your staff? Consider this: The cost of a poor-performing team member is 6–15 times their annual salary. (*Darren Hardy, Publisher and Founding Editor, Success Magazine, 3 year study*)

Implementing many or all of these ideas will not only raise your staff's engagement and performance level in your practice, it will create a happy, highly productive practice, making you, the owner, a happy and highly profitable dentist.

*Jay Geier is the president and founder of the Scheduling Institute and creator of the original New Patient Generation and Practice Expansion Program that has revolutionized the way dentists attract new patients to their practices and turned teams all over the country and even abroad into new patient generating machines. He is offering a step-by-step description of how his system works along with a custom rating of your own team and its ability to generate new patients. For this free information package, go to [www.5StarChallenge.com](http://www.5StarChallenge.com) or call 855-975-9455.*

# 13 TIPS FOR RUNNING A BUSINESS

by John Taffer of "Bar Rescue"<sup>2</sup>

In my 30+ years in the hospitality industry, I've learned a thing or two about what makes businesses successful. This doesn't just include bar businesses. It includes start-ups, mom and pop shops and even car dealerships. If you have a dream of starting your own business and you want to be successful, here are thirteen of the best tips you could ever receive for making your new venture a success to be proud of.

1. **Know Your Audience:** Conduct your research on what type of people you'll be selling to and find out what makes them tick. Then keep that research ongoing so you never run out of ways to get reactions from them.
2. **Go For Positive Reactions Every Time:** Every transaction with a customer should get them to stand up and take notice. From the way your environment looks and feels to the interactions with your employees all of it should elicit a memorable reaction every single time. Otherwise, you risk bordering on mediocrity and your competitors will have the upper hand.
3. **Consider the Lifetime Value of Each Customer:** Don't go for the once-in-a-lifetime experience, provide a consistently excellent experience that develops brand loyalty. Transactions should be held to a high standard.
4. **Find Your Profit "Sweet Spots":** Most people fall into the motivation bracket of money, pride, ego, and fear. Craft your marketing messages to play off of one of these motivations. For example, a car dealership would do well to play off of ego, telling customers how good they'll look behind the wheel of the newest model to hit the showroom floor.
5. **Treat Difficult Clients Like Grandma:** Pretend your difficult or needy clients are grandma lashing out at you at the dinner table. You wouldn't scream back at her, would you? Hold your tongue and cultivate patience. This can often be enough to turn even the most difficult clients into loyal customers.
6. **Hire the Right Staff:** Forget experience. You should be hiring employees based on their personalities. You want outgoing people who will deliver an exceptional experience to every customer who walks through your door. If a person can't look you in the eye during a job interview or has the personality of a block of cheese, that's very telling.
7. **Teach, Don't Train:** Don't try to change what people do, change the way they think. Find out what motivates your team - maybe pride or fear - then use that element to light the fire under their behinds to strive for greatness every day.
8. **Don't Coddle Your Weakest Team Members:** Your employees are not family. Instead of coddling your weakest team members, treat them like a sports team would. Reward your highest performing members and use peer pressure to get the under performing members to act. If the weakest don't step up, don't be afraid to "cut" them from the team.
9. **Pare Down Your "Menu":** Too many product or service options overwhelm customers. Consider cutting down your options to just a few. The 80/20 rule applies here: 20 percent of your products and services produce 80 percent of your profits. Find out which products/ services are making you money and get rid of the rest.
10. **Don't Settle for Mediocrity:** Every day is a fight for excellence. Insist on high standards and set an example for your employees. Show up every day for work, read the fine print on every paper you sign and be honest with every person you work with.
11. **Don't Be Cheaper:** Be Better If things aren't going your way, the first instinct might be to lower prices. Forget that option! Be better than your competitors and offer quality product: that way, you'll be able to get away with charging a premium rate.
12. **If You Fail, Try Again:** If you make rookie mistakes, don't sweat it. Your odds of coming back and succeeding become 500 times greater after you've stumbled and picked yourself back up. If you want it badly enough, success will happen.
13. **Use Your Voice and Vote:** Small businesses are being undercut by corporations and passed-in-the night legislation. Scream and make your voice heard to your legislators and elected officials and, most importantly, vote to ensure the American dream remains alive and well.

At the end of the day, your business will live or die by the customer reactions it generates. Use these tips and go for that ultimate customer response with every point of contact and your business is sure to be one of the best in your industry.

With over three decades of hands on experience, Jon Taffer is the world's top bar and nightlife consultant. He is also an internationally recognized, award winning concept developer. He is best known for Spike TV's number one hit show "Bar Rescue." Jon frequently serves as an expert on national media outlets, offering advice and insights for small businesses and entrepreneurs. He is also a coveted keynote speaker at major industry conventions and events. You can reach out to Jon at [Twitter/IG @jontaffer](https://twitter.com/jontaffer) [www.jontaffer.com](http://www.jontaffer.com)

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## **Choosing the Best Oral Appliance for Treating Obstructive Sleep Apnea... *for Both You and Your Patient***

*by Dr. Steve Lamberg<sup>3</sup>*

What is "best" for the patient is unquestionably "best" for the doc. Determining what may be the "best" oral appliance for a particular patient is based on the outcome. If you have found a device that will satisfy compliance and efficacy... and durability, no one would argue with your selection. So let's take a look at this appliance selection process and navigate the myriad of choices we all have.

At this point in the evolution of appliances, it is recommended to only use a custom fitted appliance that is adjustable in a minimum of .5mm increments protrusively, and that has been cleared by the FDA specifically for OSA. Additional qualities that you will need to judge are listed in the box below (not in order of significance).

This is just the beginning of what you should consider when prescribing a particular appliance. Of course the main effect, and side effects, result from mandibular advancement... which all of the appliances achieve in a similar way, and to a similar degree.

A great place to gain experience with appliances is to order demos from your lab and examine them critically. Imagine wearing one of them yourself every night for the rest of your life.

Try some of the common appliances on your patients (or yourself) and see how it goes. Begin trying a: dorsal appliance by Somnodent, Herbst, TAP or a Lamberg SleepWell appliance, Narval or Panthera or D-SAD, EMA, and an Oasys. After making 100 or so appliances you will begin to appreciate there are many ways to skin the cat. Additionally, it must be stated that if a patient has been wearing an appliance successfully in their past and they need a new one, it makes sense to offer them the same device they had already been happy with.

In the contest between evidenced-based science versus opinion, opinion seems to have the leg up due to the lack of head-to-head scientific studies.

I participated in a blog recently on this very topic. There were over 175 "influencers" who read or contributed to the thread. I don't believe there was absolute agreement on using a particular appliance on any particular patient, however, it was generally stated that the many qualities of appliances listed on the previous page should be considered. Having familiarity with a few different appliances would also be a benefit over just making one appliance.

You may also have to occasionally switch appliances due to breakage, patient comfort, or to satisfy some of the other qualities which may have been missed. My opinion is that the practitioner who does thorough follow-ups and adjustments for patient comfort will ultimately have the highest compliance.

Select a few appliances and perform careful follow-ups to see how comfortable you can make your patients. In the end, if you maintain a critical posture when evaluating efficacy and compliance, you'll be the happy one and your practice will thrive.

*Dr. Steve Lamberg has been practicing all phases of dentistry in New York for over 30 years with an emphasis on cosmetic, reconstructive and implant dentistry, and has developed a passion for dental sleep medicine. Dr. Lamberg founded the Long Island Center for Dental Esthetics and Occlusion, developing and presenting hands-on clinical dentistry programs on the latest and most effective methods of cosmetic, reconstructive and implant dentistry. He lectures nationally on topics including occlusion, esthetic dentistry and dental sleep medicine. He is the inventor of the Lamberg SleepWell Appliance "LSW." He contributes articles regularly to Dental Sleep Practice and Dental Economics magazines on topics related to dental sleep medicine. For information on two day Dental Sleep Medicine programs visit [www.LambergSeminars.com](http://www.LambergSeminars.com).*

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