

ENDO INC

ROOT CANAL SPECIALISTS

NORTH SHORE

A publication of Drs. Maloff, Makkar, Tsai, and Keerthy

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DENTAL DINOSAUR OR DENTAL CONNOISSEUR?

by Gary Kadi¹

Is your practice hitting up against the glass ceiling?

Are you and your team ready to leap into next level of growth but can't seem to get there despite your best efforts?

Are you rounding the 4th quarter of your career and thinking about selling your practice?

Do you have miles to go before your practice is ready to sell?

Regardless of where your dental practice currently is, the path towards profitability and the practice of your dreams requires clear vision, consistent actions and empowered mindsets.

The below practices are those that we, at NextLevel, have curated and utilized with our clients to help take them to the top 1 % of dentists.

Whether you want to sell your practice or take your team beyond the glass ceiling, these powerful practices can transform your practice and possibly even your life.

PRACTICE #1:

THERE IS NO "I" IN TEAM:

The top 1 % of dentists understand that there is no "I" in team and that they are only as strong as the members of their team. As owners of your dental practice, you know that your biggest expense is payroll. Smart business owners understand this and turn that liability into an asset by shifting away from a doctor/ owner "I vs team" mindset



and adopting a "we" mindset. When you and your team have a clear vision for the practice, are in alignment with that shared vision and have equal stake in the game (like a clear bonus system) everyone starts playing the same game. This keeps everyone motivated and inspired to do make a big impact every day individually and as a team.

How are you leveraging your team? Is your team playing the same game? How can you get your team to win the game more powerfully?

PRACTICE #2:

OWN WHERE YOU ARE:

Whatever phase your practice is in; whether it is beyond your wildest dreams or you still have miles to go before you hit your goals ... own it.

As the leader of your practice, you lead from wherever you are in this moment, whatever phase your practice is in. Blaming other people and coming up with reasons and

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excuses why your practice hasn't reached the success you desire only prevents you from taking the action needed to get you to where you want to be!

Instead, own where you are. Reflect on the decisions and mistakes that you've made along the way and the lessons and new skills those mistakes have taught you.

When we own where we are, and our mistakes, we can ask ourselves powerful questions.

What do I want for the practice and what actions can I take to get it there? What team culture do I want to create and in what ways are we currently missing the mark?

PRACTICE #3:

ADOPT A COMPLETE HEALTH PRACTICE AND HEALTHY MOUTH BASELINE:

Is your practice in alignment around what a healthy mouth looks like? Are team members educating your patients on the importance of oral health and the role it plays in their complete wellness at every visit?

When patients understand what oral health really means and the parameters of a healthy mouth they become more accepting of treatments because they understand the objective behind them. They have a stronger 'why' for saying yes. This not only allows you to help your patients in a more impactful way, but also increases profitability which helps your practice ultimately expand beyond the glass ceiling.

Does your practice have an established Healthy Mouth Baseline? How can you and your team better communicate oral health to your patients at every visit?

PRACTICE #4:

KNOW YOUR END GAME AND ENVISION IT:

Knowing where you want to take your practice and creating a clear plan that supports that vision helps keep you and your team focused, motivated and accountable. The more specific you make that vision, the more clear you become. The more clear you become, the more focused you become when making decisions, creating strategies and taking consistent empowered actions towards your vision.

When you don't know where you are headed it's easy to lose your sense of direction and get stuck in indecision and confusion.

What is the vision you have for your practice? What is the endgame that you dream of for your practice, your team and your patients? Is your team aligned with this vision?

PRACTICE #5:

BELIEVE IT AND MEASURE IT:

Once you have a specific vision for your practice, you've got to believe in it 1000%. If you don't believe in it then who else will?

All day long we think thoughts and tell ourselves stories about the events that occur throughout the day. The path of entrepreneurship is not a straight line but full of twists, turns, pivots and surprises. Having a positive mindset that believes in your vision, offers solutions vs excuses to challenges, takes responsibility and believes that you deserve the success you and your team are working towards is crucial to realizing your vision.

What beliefs and mindsets are currently holding you back from the practice of your dreams? What new empowered mindsets might you need to embody to take the actions necessary to make your dream a reality?

Once you have this vision, and the beliefs that support it, it's time to examine the metrics you're using that will measure your success. Metrics tells you how you're are pacing towards your vision, what empowered actions you need to take to get there and illuminate where you need to adjust and pivot should you fall off track. Without the right metrics, you can spend years off course and running around in circles.

What metrics are you currently using in your practice? Are they serving your vision and keeping you and your team accountable?

These five practices are powerful and when implemented can help take you beyond the glass ceiling and into the top 1% of dentists.

The choice, as with anything, is yours!

So, after reading these practices, the last question we have for you is...

Are you ready to begin?

The practice of your dreams is waiting.

WHY SOCIAL MEDIA IS THE WORST WAY TO GET NEW PATIENTS



by Graig Presti²

"Social Media." I say the words, and immediately the alarms go off in your head.

WOOP! WOOP! "This will save my practice and bring me gobs of new patients!"

Right? Truthfully, probably not.

It's time to realize that social media (i.e. Facebook, Twitter, Instagram, Pinterest, etc.), for all the glitz, glamour and media-fueled promises, is not the magic bullet for new patients that every "guru" makes it out to be. And there's a very good reason for that.

By its very nature, social media is just that – a social medium.

It's designed to have people talking and interacting... almost like you're at a party or coffee shop. Picture it: you walk into the living room at a friend's party. Most people are gabbing about the weather, showing off pictures of their kids' T-ball game, or if we're drawing a true parallel to social media, pulling up goofy cat videos on their phones.

So when you start yapping about how great of a dentist you are, how clean and modern your office is, blah, blah, blah, the person listening is immediately turned off. She is there to have fun and interact... not to be the butt end of a hard sales pitch. Swing and a miss.

So, you lighten the approach. Perhaps you gush about your hygienist's beautiful new baby boy. Or, how you can't stay away from that new frozen yogurt joint that opened up next door to your practice. Fun, relatable, chit-chatty topics, but not exactly a convincing nor motivating hard sell.

And, that is precisely why social media is not your ideal platform for lead generation. It's a place that helps round out the picture of you, your team and your practice ... not establish a strong first impression. That should be done elsewhere. And there's no better place to do it than with Google reviews.

I've been in this space for over a decade, and I can unequivocally say that no single source is nearly as powerful as Google's review platform.

Not Yelp. Not Foursquare. Not SquareGrades. There's just simply nothing like Google reviews.

Why? Because it's like fishing in the ocean. When you know how to correctly manage your Google presence (not your website!), you have an unlimited source of potential new patients with an honest and transparent method of reaching them ... even if you're in a small town.

After working with thousands of dentists all over the world, I've seen way too many take the wrong approach by putting their emphasis on social media first and put their "Google House", including reviews on the back burner. They have it backwards. And their practice suffers (big time) as a result.

There's another reason dentists should look at social media as simply a secondary marketing effort... Facebook, the supposed "king" of social, is bleeding.

Among data leaks, privacy concerns, the harvesting and abuse of users' personal information, and Mark Zuckerberg's publicly-televised crucifixion during his congressional testimony, this platform that once was king-of-the-hill is losing users left and right (and not replacing them). People no longer trust Facebook, despite its too-little-too-late declaration that it is putting users' privacy above profits.

And, if we wind the clock back to the mid-2000s, we see a cautionary tale called "MySpace". Everyone thought this revolutionary platform was going to be around forever. Even without Facebook's data breaches and negative publicity, MySpace faded from memory. Facebook could be going the same direction in the near future.

So, are you going to waste your (and your staff's) time, money and effort on a possible sinking ship? Or on Google; the most solid and trusted media outlet on the planet?

Investing your time in social media, without putting time and effort into a platform like Google and their reviews, is like having dessert without eating your vegetables, or building a house without a foundation. It's an approach that, quite bluntly, won't work.

Yes, Social Media has its place, and your team should be spending some time and very little money on it. It should be a fraction of the time that you spend marketing your practice elsewhere. And, before you spend any time or money on social, get your Google house (not your website) in order.

You'll be surprised just how well this channel works in the ongoing quest for new patients.

Graig Presti (speaker, #1 best-selling author, and CEO of four-time Inc. 500/5000-recognized company Loca/SearchForDentists.com) is helping dentists all over the world gain dominance in their local search market and consequently gain more business. Presti has been featured in Newsweek, The Wall Street Journal, Fast Company and on networks such as NBC, CBS, ABC, Fox, CNBC, CNN, and more. With over a decade in worldwide dental marketing experience, Presti's system has helped thousands of dentists achieve record-breaking new patient numbers and income levels.

Don't play games with your practice. Learn how to build a consistent, predictable income. Visit www.LocalSearchForDentists.com/TPDBlackBook and instantly download this free Dental Marketing Secrets Black Book that will show you exactly how to attract... More Phone Calls. More New Patients. More Profit.

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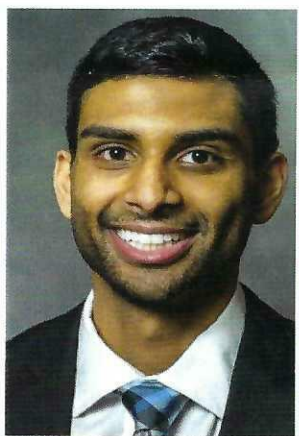
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WELCOME DR. AKSHAY KEERTHY

The doctors and staff at Endo Inc. are pleased to welcome Dr. Akshay Keerthy to our practice. Dr. Keerthy combines impressive education and skill with a strong commitment to patient care. Dr. Keerthy's passion for endodontics stems from his desire to relieve his patients' pain while saving their natural teeth. Improving his patients' quality of life is one of Dr. Keerthy's top priorities and the most gratifying part of his job. He grew up in Rochester Hills, Michigan and graduated with distinction from the University of Michigan where he earned a Bachelor of Science with a double major in Biochemistry and Biopsychology, Cognition and Neuroscience. His interest in dentistry led him to pursue his Doctor of Dental Medicine degree from the Harvard School of Dental Medicine at Harvard University. He continued his education and advanced specialty training, obtaining his general practice residency certificate at the Brooklyn Hospital Center

Department of Dentistry, a certificate in Endodontics and a Master of Science in Oral Health Sciences at Temple University's Kornberg School of Dentistry.

He has completed several research studies which illustrate his commitment to advancing dentistry, awarding him the opportunity to present at the Harvard Research Day. He has also won awards for his research at the Temple University School of Dentistry and won the Top 10 Resident Research Award at the AAE 2023. In addition, he has been published in the Journal of Dental Education and presented at the AAE annual conference.

Dr. Keerthy shares his dedication to dentistry through his work volunteering with Bridge Over Troubled Waters to educate and help children get access to dental care. He is a member of the American Dental Association, the American Association of Endodontists, the Massachusetts Dental Society and the Endo Inc. Root Canal Specialists Study Club. His patients receive exceptional personalized care because he stays up to date with the latest technology and best practices.

When not with patients, Dr. Keerthy enjoys spending time with his wife, family and friends, playing basketball, gaming, working out, and binge-watching TV shows.

HAPPY NEW YEAR 2024

The holiday season offers us the opportunity to stop and reflect on all the things for which we are grateful. We greatly appreciate the opportunity to be of service to you. It is always a pleasure to work with your office and provide the highest quality of care for your patients. Thank you for choosing us and we wish you a wonderful holiday season and happy new year!

From all of us at Endo Inc. Root Canal Specialists North Shore
Drs. Maloff, Makkar, Tsai and Keerthy