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Upcoming Schedule

As my team and I enter a busy fall season, please see our upcoming schedule and reach out to me if we are going to be in your area. I would love the opportunity to meet with you personally.

10/30-31 Squamish, BC

11/2-3 Lexington, KY

11/7-8 Lapeer, MI

11/14-15 Oneida, NY

11/15-18 San Diego, CA

11/20-21 Duncanville, TX

11/29-30 Seattle, WA

12/5-6 West Columbia, SC

12/8 New Orleans, LA

12/11-12 Vancouver, BC

Connect With Us

Remember to connect with us on Facebook, Google+ and LinkedIn by clicking the icons at the bottom of this email, to stay connected and up-to-date on upcoming events, lectures, workshops, webinars and information for your practice.

[Bentson Copple reSource](#)

A dynamic resource full of a wide variety of articles each quarter that discuss all aspects of successful practice growth management. I highly recommend, if you are not currently a subscriber, you click on the link below to learn about the valuable information available to you as an orthodontic practice owner/team member.

More Than a Manager: Creating a Leader

It all starts with leadership – our goal should be to create specialty leaders within our practice. A manager is a person responsible for controlling or administering all or part of a company. A leader is a person who leads a group or organization, the inspiration. “The measure of a leader is not what you do but what people do because of you.” H. Hendricks. We want to identify potential *leaders* and develop them within our practice. This is the primary responsibility of any leader, and it’s also one of the most challenging tasks leaders face. It’s crucial to get it right. Leadership is driven from the bottom up, rooted in motivation, inspiration, and recognition. A great leader inspires confidence in other people and moves them to action. If you are lacking leaders in your practice, start looking deep and develop them! Strong traits to look for in a leader are character, positive attitude, self-discipline, people skills, and someone who is discontent with the status quo. *Leaders who become satisfied with the status quo quickly become followers.* We need to realize that leadership within a team is greater than a one-man show. Encourage people to believe in themselves by: 1) Finding evidence that they want to grow. 2) Identifying their strengths. 3) Increasing their confidence. 4) Giving them a place to practice. 5) Coaching them to improvement, and 6) keep increasing their responsibilities. As you proactively start developing these skills in your employees, you will notice leaders emerging. A leader will find purpose beyond the money. They will give and serve outside of their position, avoiding the clock-in, clock-out mentality, creating vested employees in your practice.

Financial Policies & The Health of Your Practice

An excerpt from Michelle’s Q3 Bentson Copple ReSource article.

“No business runs well if it is collecting less than what is owed it.”

A large factor in the health of your practice is the strength of your financial processes. Practices that lack firm policies and procedures lack growth and revenue. There is no getting around the relationship between the two. If you do not have very specific and firm financial policies in place, with clear expectations and a high level of accountability, then I guarantee you are missing out on precious earnings. Either the Financial Coordinator or the Office Manager needs to be pulling specific reports from your management software on a regular basis and reviewing them with the doctor. It is very important that when you run a financial report, you know the information is accurate. If your policies for data entry are lacking, your reports will be skewed. When we have accurate information, and understand that delinquent reports show actual delinquent accounts, we can then have a clear direction on targeting our efforts and aggressively addressing those delinquent accounts to bring the monies into the practice. Your protocol for what to do when situations arise, like a denied insurance claim, a patient late on payment, or an AutoPay rejection, should be a smooth and predefined process. *To read Michelle’s article in its entirety, click the link to Bentson Copple’s Q3 publication at the bottom of this email.