

Our Mission

Our mission is to help our clients achieve optimum growth, profitability and, most importantly, less stress, more harmony and enhanced quality of life. Our approach is to work with doctors in creating a clear practice vision, examine their leadership objectives, and develop effective communications that will get them what they want in the practice.

Our mission is simple. We can help you build and sustain a practice that creates and implements a strategy that causes your staff to become Valued Partners™ with the end result of sustainable practice growth, superior results, and the ability to attract patients who value your practice Culture. We teach you to effectively achieve happy, quality patients that will actively reproduce themselves in your practice.



The Challenge



Today, good orthodontics has become a commodity-business in a highly competitive market made up of fee-for-service as well as corporate providers. *“Great Practices” are the exception to this trend!* The Doctors in these practices have learned to “unlock” the full potential of their practice and establish a reputation as the “place-to-be” within their market community.

These Doctors understand the significance of our Whole-System Approach for sustaining a highly successful practice. Our success formula shows the doctor how to create a compelling vision, demonstrate great leadership, create a unique practice culture and enroll their staff as Valued Partners™.

In the end, they answer the basic business question: “What is it that I do that is so different that it sets me apart?” These simple tenants of great practices make the marketing and growth of the practice significantly easier.

Our Commitment

“We facilitate the creation of a Practice Culture where the staff becomes Valued Partners™, who produce sustainable, quality practice results and relationships that leverage the doctor’s time and efforts and grow the patient pipeline.”

We are committed to assisting doctors in establishing a Practice Culture that is consistent with the doctor’s vision, creating an empowered, passionate and career-orientated staff of knowledge workers.

“We will show your team how to regain their passion and success possibilities within the practice. Our techniques are proven, effective, and will cause you and your staff to achieve true success in all areas.”

Your staff can leverage your efforts and substantially raise the level of success and happiness you achieve in your practice. Every doctor knows this to be true! Our studies show that many doctors have reduced their expectations of what is possible through “the staff”!

We will enhance the level of “people relations” and the “quality of communications” that occurs in dental-medical practices, thus improving the quality of interactions between the doctor(s), staff, patients/ parents, as well as referral sources of all types.

The real quality to the patient is the relationship and the environment that they experience in your practice.

“We are passionate about influencing the health care profession by teaching our clients how to have optimum growth and profitability, along with practice harmony, less stress and enhanced quality of life!”

Our Guarantee:

When you work with Daugherty Consulting, you will have our ongoing support. We'll assist your practice in achieving positive results. If you implement what we teach, we guarantee our consultation will make a positive difference in your practice or we will refund the consultation fee.

If you would like a free consultation by phone conferencing, with no strings attached, of your particular practice situation and an assessment of how Daugherty Consulting would assist you, call Daugherty Consulting today.

Top 3 priorities that Doctors want to focus upon in 2006:

1. Marketing Strategy
2. Relationship/ Service Marketing
3. Staff Involvement in Profitability

Most Common Practice Issues in Today's Practices

- ✦ Practice Growth & Sustainability
- ✦ Effective Marketing Strategy
- ✦ Effective Internal Marketing (Doctors & Staff)
- ✦ Doctor/ Staff Communications & Relationships
- ✦ Cost Containment / Employee Benefits
- ✦ Practice Transition
 - ✦ Staff Transition to New Doctor
 - ✦ New Doctor Transition (Working with staff)
- ✦ Senior Doctor Complacency with Income Level & Work Schedule

"The Research studies on some 2,800 star performers conducted by Harvard and Rutgers shows that **75 %** of high achievers' success comes from their **Emotional Intelligence (EI)**, while **25 %** comes from necessary technical competency."

Scope of Services:

- ✦ Practice Management Fundamentals
 - ✦ Clarify and communicate your Practice Vision into a viable, achievable reality.
 - ✦ Build effective leadership for the practice goals and growth strategy.
 - ✦ Assess and develop Emotional Intelligence capability in both the doctor(s) and staff.
 - ✦ Create an inspiring Practice Culture that attracts motivated, committed staff and dedicated patients.
- ✦ Leveraging Team Potential
 - ✦ Create a Valued Partner™ mentality and capability to support and sustain desired practice goals.
 - ✦ Increase awareness and effectiveness of staff to promote and expand the practice.
- ✦ Marketing Strategy & Relationship Marketing Tools
 - ✦ Develop a Marketing Cookbook™ for the practice that can be implemented by the staff.
 - ✦ Increase importance and awareness of "hand-to-hand" relational marketing techniques and an increased commitment to internal marketing.
 - ✦ Teach stronger relational marketing techniques with patients, parents & referral sources.
- ✦ Practice & Associate Transition Success
 - ✦ Assess and identify "compatibility factors" for successfully weaving the new doctor into the fabric of the practice.
 - ✦ Develop Critical Success Factors for sustainability.

Is Consultation Right For You?

Daugherty Consulting consultation will teach you:

- ✱ The pathway to creating true success in your practice.
- ✱ How to design and effectively lead a masterful practice.
- ✱ How to develop a Practice Culture that represents your Vision.
- ✱ How to create and empower staff members to become Valued Partners™
- ✱ Verbal skills and techniques to create and sustain quality relations.
- ✱ Relational marketing techniques and strategies that cause quality practice growth that is sustainable.
- ✱ How to build loyalty, passion, and productivity in your staff.
- ✱ How to reduce turnover and attract quality staff
- ✱ How to instill in the staff the desire and tools to drive the practice.
- ✱ How to bullet proof your practice form any outside economic forces.

By implementing these techniques, you'll realize these benefits:

- ✱ Efficient and highly effective practice development skills.
- ✱ Greatly increased productivity and Profit.
- ✱ Increased case acceptance and production.
- ✱ Reduced patient problems, fewer cancellations and no-shows.
- ✱ Fewer staff problems, less turn over, more commitment and enthusiasm.
- ✱ Healthy production rate per staff member.
- ✱ Highly effective office communications among patients, doctor and staff.
- ✱ Greater patient satisfaction. High quality of life within the practice.

What Can You Expect From Us?

You'll receive comprehensive consultation services, including:

- ✱ A pre-visit Practice Assessment and Doctor 360° Feedback
- ✱ Emotional Intelligence 360° and Work Style / Behavioral Assessment.
- ✱ Add clarity and development of your vision and how to transform it into Practice Culture.
- ✱ Development of leadership and communication capability/ enhancements for whole practice.
- ✱ An in-office consultation with Culture and Valued Partners™ philosophy and training.
- ✱ The implementation of each of our time-tested service and patient relations techniques.
- ✱ A comprehensive internal relational and target-marketing strategy specifically for you.
- ✱ Implementation support after consultation, telephone support.

You can derive considerable benefits from Daugherty Consulting if you want:

- ✱ Rise above effects of the economy, managed care, corporate orthodontics, or any local competition.
- ✱ To produce more with the same staff.
- ✱ Staff harmony and productivity to be higher than current levels within your practice.
- ✱ Your practice to grow, without sacrificing quality.
- ✱ Smoother, less tense staff relations.
- ✱ Greater case acceptance and compliance.
- ✱ More fun and less stress in your practice.
- ✱ To lead the staff to accomplish your goals.
- ✱ Better quality of life within the practice than you currently are experiencing.
- ✱ Reduce the percentage of failed, cancelled, emergency, or uncooperative patients in your practice.

Practice Success Factors

Our experience both in practice and in business shows that a practice must have a doctor that has a clearly communicated and understood vision, which is translated into a Practice Culture through effective leadership. The successful practice team must develop clear communication and relational skills to effectively advance relationships with patients, parents, and referring doctors.

Doctor Development Priorities:

In our recent survey of doctors who have sustainable and highly successful practices, the "Top 5" things they wanted to get better at doing are:

1. Asking for Referrals Effectively (both Doctors & their Staff)
2. Practice Growth Strategy
3. Practice Growth Ideas
4. Creating Staff Leaders
5. Motivating my Staff

Our approach transforms the staff into career-oriented knowledge workers who are focused and committed to the career, the work, and the practice. We call this level of staff member Valued Partners™. They are highly valued and respected by the doctor and each other.

A practice of Valued Partners™ is an obvious advantage for any Doctor/CEO in creating a very high level of practice quality and sustainability.

Highly functioning practices have a simple strategy and plan for effective relational marketing inside and outside the practice walls. They create a support and service system that leverages the doctor's vision and creates a low stress, high results, practice that generates high numbers of quality referrals.

You will see gratifying results after our practice consultation and coaching:

1. Immediate and substantial increase in productivity. (within 30 days)
2. Significant incremental increase in conversion rates, productivity, and revenues.
3. Greater patient/parent cooperation and connection to your practice.
4. Higher level of communications, commitment, trust and enjoyment between the Doctor and Staff.
5. Improved relational marketing and simplified strategies that can be easily implemented to advance the practice goals.
6. Less Stress, more clarity, and a great quality of practice life.