

*connect support learn grow!*

### ▶ WATCH PRACTICE KPIs

What are KPIs, how do we track them and what do we do with the information?

### TOP 20 KPIs

Sharon Lee discusses KPIs and which ones to analyse

### NEWS

Academic Store now open!  
Welcome our new affiliates  
New Courses

### Unlocking Brighter Profits

How to raise profits with a modern approach to teeth whitening services with Stephen Douglas

### Featured ADAAMA Member!

A Q&A with Fiona Thompson, one of ADAAMA's Foundation members on her career journey as a practice manager



# ESSENTIAL KPIs FOR THE DENTAL PRACTICE

Sharon Lee

***What is driving your practice success? How do you know which factors are contributing to your profitability or losses? Are your planning skills, or lack of, effecting your KPIs?***

There are a few management truths that are crucial to remember when we're talking about your 'numbers':

Work in the present: Don't rely on your accountant to tell you how you are doing; that is in the past. You need a finger on the pulse and know day by day how you are doing, what is working and what is not.

Plan ahead: You need to be in the habit of projecting figures rather than a *wait and see* mentality.

Innovate: In these current difficult financial times, practices must compete more than ever before for their patients' hard-earned cash.

## WHAT ARE KPIS?

Key Performance Indicators are a management tool for measuring and monitoring vital areas of the practice performance to ensure that targets are achieved, changes and trends tracked, and quality is maintained

While it's not imperative to hit every KPI, it's essential to focus on the ones that will help grow your practice and improve your business strategies. You are no longer able to wing it, a DPM at level 3 or above should be using KPI's to track the practice metrics in order to implement change where change is needed. The KPI's should produce information that is accurate to enable the DPM to report back to the Practice Owner with a strategic plan to make positive changes, this is a proactive approach to management.

## WHAT ARE ADVANTAGES OF MEASURING KPIs?

- Factual - based on real time data
- Understand how much your clinicians are earning per hour based on actual hours worked
- Convert that to the profitability / loss of the Practice
- Put effective change in place to change the situation
- Set budgets based on spend vs GFI (gross fee income)
- Understand how the hygienists impact on the business
- Monitor surgery utilisation
- Monitor how productive each clinician is
- Audit how effective is your recall system
- New patient audit
- Manage your business proactively not reactively

## WHAT ARE THE DISADVANTAGES OF MEASURING KPIS?

- You have to face the reality of facts
- Time and effort factor
- Training required for the DPM and team
- Need correct information to be accurate
- May need to take time to mentor low earning clinicians
- Act on what the data is telling you
- Faced with making uncomfortable decisions
- Forced to have difficult conversations with owner and staff

## INTERPRETING THE DATA

There is no point spending time collecting this data if nothing happens. An astute DPM should be able to look at these numbers and tell immediately where and how the practice may need improvement. An example of this is in collections. Your collection numbers should show that most of your patients are paying on time. If your Practice is highly effective at billing and collecting, you'll have a success rate of about 98.5%. If your collection rate is below this mark, you need to consider improving your strategy in this area to improve cash flow.

***Being busy does not always equate to a healthy bank account.***

Take the KPI for average production for patients for example. This metric will gauge how much your Practice receives for the services they provide for each patient per day. A patient receiving only minimal treatment services at around \$150 a visit is not as profitable as high-end treatments valued at \$500 or more.

By doing the math, you'll see that having more patients doesn't necessarily equal more profits, but a higher average production per patient will. Many dentists find boosting those daily averages alone provides a noticeable jump in yearly revenue.

***The ability to take this data and turn it into actionable insights is essential for Practice growth, but it does take time and training.***

Understanding industry benchmarks is essential to compare your Practice against industry averages.



## KPI TRAINING

Developing the planning and analytic skills required to record, monitor, plan and strategise is crucial for the DPM. Learning to analyse the practice numbers as whole, and how they relate to each other is just as important.

ADAAMA members have access to free resources such as the KPI spreadsheet to get your KPI journey started!

The ***Essential KPIs for Your Dental Practice*** course and other related courses are landing in the ADAAMA store very soon.

# TOP 20 DENTAL PRACTICE KPIS

1. DENTIST PRODUCTION
2. HYGIENIST PRODUCTION
3. AVERAGE PRODUCTION PER PATIENT
4. AVERAGE PRODUCTION PER NEW PATIENT
5. CLINICAL DAYS WORKED
6. ACTIVE PATIENT NUMBERS
7. TOTAL PROCEDURES PERFORMED
8. PRODUCTION BY PROCEDURES
9. APPOINTMENT BOOK MANAGEMENT
10. CASE ACCEPTANCE RATES
11. CANCELLATIONS & FTA'S
12. RECALL SUCCESS RATE
13. NUMBER OF NEW PATIENTS A MONTH
14. PATIENT ATTRITION
15. PRACTICE OVERALL OVERHEADS AS A % TO GROSS INCOME
16. EMPLOYEE WAGES
17. COST OF CONSUMABLE SPEND
18. LABORATORY EXPENSE
19. OUTSTANDING PATIENT DEBTS
20. PRACTICE PROFIT AS A % TO GROSS INCOME



## Press play!

Watch Renata and Sharon discuss the importance of KPIs in your dental practice

# THE LATEST NEWS!

We are always looking at how we can add value to ADAAMA for our members and this month we are proud to announce more affiliate partners and the launch of our online courses store.



## **PROFIT DIAGNOSTIX SOFTWARE – BUSINESS INTELLIGENCE FOR PROFESSIONALS**

Improve your Practice profitability with completely automated Business Performance and KPI Monitoring.

### **AMALGAMATE - DR ROSLYN FRANKLIN**

Infection Control Consulting and Advisory Services you can trust from a credentialed trainer.



## **ADAAMA STORE IS OPEN!**

With several courses and resources already available and more on the way, we have your practice management training needs taken care of.

- Leadership
- Team Huddle
- Staff Handbook Template
- Foundation Course (prerequisite to the Diploma)
- Essential KPIs - COMING SOON
- Introduction to DPM - COMING SOON
- Team Work - COMING SOON
- Front Desk modules available with Aspire2d



*Follow us*



*Guest contributor*

# UNLOCKING BRIGHTER PROFITS

by Stephen Douglas

## ***Transforming Your Dental Practice with a Strategic Teeth Whitening Business Model.***

Recent ADA research shows approximately one in five adults is considering teeth whitening, yet less than a third seek the help of their dental professional. In a dental practice, seeing 50 adults a week equates to a potential 450 whitening treatments annually. Financially, this translates to more than \$100,000 in additional annual revenue. Moreover, with the right processes, dental practices can expect 40-50% gross margins with less than 20 minutes of clinical time per whitening treatment.

***However, the question remains: How can dental practices tap into this lucrative market?***



With over 600 dental practice visits and training sessions I find that too often, dental practices wait for the patients to express interest in teeth whitening, viewing it as an occasional request rather than a consistent need. This misconception limits the reach and impact of the dental industry in a significant market sector: whitening driven by events (such as weddings holidays or job interviews) and the more serious issue of emotional needs.

***While dental practices occupy a minor share of event-driven whitening, they're largely missing out on the potential multi-million-dollar industry that caters to those with emotional concerns around their smile.***

This untapped market is dominated by beauty salons, hairdressers, online pharmacies, supermarkets, illicit websites, and non-dental professionals.

The challenge lies in bridging the gap in teeth whitening knowledge. This knowledge includes:

- Understanding the correct gel (peroxide) to use,
- Managing wear time,
- Addressing sensitivity,
- Managing patient expectations,
- Clinical time and efficiency.

## HOW BROADENING YOUR SERVICES WITH WHITENING IMPROVES YOUR KPIs

***With the right business processes and clinical protocols, it's entirely possible to establish a highly productive and profitable teeth whitening team.***

Beyond the direct financial benefits, teeth whitening also opens the door to higher-value treatments, as patients who whiten often become more invested in their smiles. Whitening is probably the lowest price cosmetic treatment which identifies a patient cares more about their smile and this links nicely into treatments such as contouring, tooth alignment (orthodontics), crowns, implants or even veneers later in life.

Broadening your practice's offerings to include high-demand procedures like teeth whitening can significantly enhance crucial KPIs such as patient satisfaction rates, treatment acceptance rates, and overall patient retention.

A dental practice is not just a healthcare provider; it is also a business. And in the competitive world of healthcare, having a unique value proposition could set a practice apart from the rest.

***Offering a world class teeth whitening offer broadens your range of treatments and can serve as a unique selling point that attracts new patients.***

As the world increasingly becomes image-conscious, the demand for aesthetic dentistry surges. Offering teeth whitening can position your practice at the forefront of this trend, helping you tap into a growing market segment.

Integrating a robust tooth whitening service is a strategic step for dental practice managers looking for ways to improve, differentiate, and grow their practice. My expertise is helping practices like yours navigate this journey, ensuring you are equipped with the knowledge, processes, and team to provide high-quality, profitable teeth whitening services.



## UNTAP YOUR PRACTICE POTENTIAL

In collaboration with ADAAMA, I'm offering a free 20 minute Discovery Call to any dental practice ready to enhance their teeth whitening and start treating at least one patient per day. If you're ready to unlock this untapped potential, I invite you to take the first step towards building a world-class whitening team with Boutique Whitening, by clicking this [LINK](#)





## AUSTRALASIAN DENTAL ADMINISTRATORS AND MANAGERS ALLIANCE ACADEMIC PATHWAY

Our mission is to bring you industry relevant courses that will help you upskill as a manager, administrator or coordinator in your dental practice. Learn from experienced and certified practice managers. From short courses to Dental Practice Management Certifications, you can start your journey from day one with your ADAAMA membership.



*now open!*

Are you a Level 1 dental practice manager?  
Or a Level 5?



ADAAMA has the right course for your  
level of experience and skill.

Starting from the beginning or building on  
what you already know, upskill with a  
variety of short courses, video workshops,  
live training and our pathway to the  
Diploma.



*members save 20-30%  
on all courses*

### JOIN TODAY BY VISITING OUR WEBSITE

JOIN NOW



[WWW.ADAAMA.COM.AU](http://WWW.ADAAMA.COM.AU)

HAVE ANY QUESTIONS ABOUT JOINING ADAAMA?  
Feel free to send us an email [enquiry@adaama.com.au](mailto:enquiry@adaama.com.au)



# THIS MONTH'S FEATURED MEMBER!

by Renata Emilianowicz

We asked one of our amazing ADAAMA members to share her practice management journey with us... and her best advice.

This month Renata had a Q&A with Fiona Thompsom, a dental practice manager in Queensland, Australia.

## Q. Tell us a little about yourself!

*I grew up in Moranbah, Queensland where Dad was a surveyor in the mines and Mum a nurse at the hospital. I moved to Brisbane in 1996 after high school to study hair dressing and decided to change careers after 12 months. I moved to South Australia in 2001 and lived there for 7 years, where I had my 2 children, and came back to Brisbane where I now work. Away from the practice I have a love for plants, succulents and puzzles!*

## Q. What prompted you to start a career in dentistry?

*My chosen career wasn't what I thought it would be, both my mum and aunty were in nursing, and I wanted to help people but knew I couldn't be a nurse. Dental was the next option! I started my journey back in 1997.*

## Q. Tell us about your journey into management.

*I started to learn management tasks in 1999, under my then manager and mentor, I continued to do relief management at the practice I worked in in South Australia. On returning to my current practice in 2009, I came in as a Receptionist and moved into the Practice Managers role after 6 months. Currently I manage 2 practices with a team of 10 Dentist and 20 Auxiliary staff.*

## Q. What sort of training have you had in management?

*100% of my training has been on the job, self taught and online courses to keep the skills there.*



*The best thing about my role is seeing the growth of the team, team members and patient experience gives you such an amazing feeling. The most challenging aspect is staying atop of expectations.*



## Q. How do you see your career progressing?

*I can say instead of slowing down, I have increased my hours again now that my children are older. I joke with our long term patients that I'm just a part of the furniture now! I've just finished ADAAMA's Leadership module and have started on an accounting course. I plan on doing the Diploma in the future.*

## Q. What are your strengths or talents as a DPM?

*Gosh! Hard one to answer, as I don't really think about it lot. Strengths would probably be multi-tasking, problem solving, handyman traits and being passionate about my work.*

## Q. What tips or advice do you have for other practice managers?

Delegate, investing in your team will keep your team longer and more valued.

*Networking, I stay connected with the local Tafe and training colleges regarding staff.*

*Remember employing experienced isn't always best for the practice or team and currently with the government incentives towards trainees you save on wages and come away with a team member who works the way your practice works from scratch.*

*Currently with the cost of living and expenses increasing it is very hard to meet all KPI's. Communication is key to keeping cost down.*

*When I'm working I always have 2 monitors or one larger one so you I always have 2 programs open.*

*Try and streamline the labs you use, most will offer you a better deal if they are your primary lab. It's the same with suppliers, shop around, look for who offers free freight, bulk buy prices.*

*And never be afraid to ask for advice!*



*I am loving ADAAMA and what it offers, I honestly believe it's a must for all new Practice Managers!*



*Fiona Thompson*

## THANK YOU FOR SHARING YOUR DPM STORY WITH US!

### JOIN TODAY BY VISITING OUR WEBSITE

JOIN NOW



[WWW.ADAAMA.COM.AU](http://WWW.ADAAMA.COM.AU)

HAVE ANY QUESTIONS ABOUT JOINING ADAAMA?

Feel free to send us an email [enquiry@adaama.com.au](mailto:enquiry@adaama.com.au)

# MEMBER *savings!*



Initial New Subscriber Practice set-up fee waived, valued at \$500.00  
Practice client database conversion fee waived, valued at up to \$1400.00



Website setup fee waived, valued at \$2995.00  
No obligation consultative website/digital marketing evaluation  
Free 2 week "Get Social" trial



Free consultation  
20% off ongoing monthly fee  
Access to the special storage discounts bins



50% off candidate's one-time placement fee, valued at \$1600.00



Free practice management and team development short courses  
20% off Front Desk Course 10 Module Workbooks, valued at \$1600.00



Discounted Whitening Project Strategy and Training Session and Boutique Whitening comprehensive start-up package  
Includes access to teeth whitening expert for training, support and mentoring.



1 month free access to training videos  
Free copy "Medical Emergencies Guidelines for the Dental Practice"  
Free advice and information \* see affiliate page for details



30% off the Full GlossyD Template package for your waiting room TV  
valued at \$159.00



12 months access to 20 online classes  
Monthly group coaching session  
Save 50%, valued at \$198



Free magazine subscription for the first year valued at \$60  
Half price \$30 per year thereafter