

ft fine touch™ NEWS

a publication of fine touch dental® management corporation

spring/summer 2009

Fine Touch Dental's new Ottawa headquarters



Directions to Fine Touch Dental's new offices: From Innes Road or Cyrville Road, turn onto Star Top Road. At the stop sign, turn onto Algoma Road. Fine Touch Dental is located at 1257 Algoma Road, Unit 3, next door to Marchand Electrical and across the street from Boone Plumbing.

Announcements

Fine Touch Dental is pleased to announce that it has now put in place its second Master Licensee in Canada, this time for the provinces of Saskatchewan, Manitoba and Alberta. The new Master Licensee will commence operations later this year.

Fine Touch Dental is in the process of negotiating a third master license, this time for all of Southern Ontario, including the GTA.

Our second Annual Convention will be held in Ottawa in December. Please watch for the Fall-Winter Edition for particulars.

Fine Touch Dental is proud to announce that on May 1st, 2009 it relocated its Ottawa Headquarters and Administration Office to a larger premises at 1257 Algoma Road, Unit #3.

The new premises, which is approximately five times the size of the old location on Thurston Drive, will provide more than sufficient space for Fine Touch Dental, its staff, equipment, supplies, and facilities for meeting with guests and visitors.

Indeed, there is also sufficient space at the new premises for a new

business facility, Fine Touch Physio, which occupies the front part of the premises and welcomes physiotherapy patients from across the region. Please see the article on Fine Touch Physio on page 3 of the present edition.

Fine Touch Dental will have enough space in the new location to accommodate its growth for a number of years ahead and looks forward to continuing to serve the dental community in Eastern Ontario and, through master licensing, across Canada. **ft**

The power of organization

Derek Hill, through The Hill Kindy Group Inc. and Hill Kindy Practice Sales & Realty Inc., specializes in dental practice consulting, appraisals, and sales, including the personalization and execution of Transition or Stepped-Sale Strategies.

Derek is a chartered accountant and a business broker. Since leaving public practice over 25 years ago, Derek has been providing services exclusively to the dental community. Derek's partner, Mary Ann Kindy, C.M.C., is a co-founder of The Hill Kindy Group and specializes in providing associate placement and integration services to dental professionals. She has developed a reputation as one of North America's most effective practice management consultants and personal coaches.

Both Derek and Mary Ann have been guest speakers throughout Canada and the United States, and have authored numerous articles for dental publications.

by Derek Hill

Almost thirty years ago, a dentist named Mel was producing over \$100,000 of gross revenues on a consistent monthly basis, not counting the office's hygiene revenue. At the time the "big hitters" had a good month if they got close to \$30,000. Producing \$100,000 a month thirty years ago would be like producing \$300,000 to \$400,000 a month today.

This was something that had to be seen to be believed so my partner, Mary Ann Kindy, and I jumped on a plane (with invitation in hand) and flew to San Jose, California to meet Mel.

We expected to find some kind of out-of-control mad man on roller skates, providing terrible dentistry in some sort of disorganized chaos. Boy were we wrong.

When we arrived what we found was a very serene, quiet, and friendly office. We were immediately recognized and warmly greeted by the receptionist. We were quickly ushered into Mel's private office where he immediately joined us... and so started our first lesson in the very real power of organization.

What we found can be summed up in a comment that Mel made to us at one point during our two-day

visit and was something along the lines of "Derek, I just go where I'm told and do what I'm told" and in truth that is exactly what he did. Sounds easy until you realize that somebody who knows what they are doing has to be doing the "telling".

The office was divided into two sections, administrative and clinical. Both sections had a leader and, to ensure that everyone worked as a team, he purposely had no traditional "office manager".

Clinically, Mel worked with five assistants, one of whom had the sole responsibility of directing the traffic flow of Mel, the hygienists, and the patients. Everyone had a place to be and a time to be there and it was the clinical coordinator's responsibility to ensure that happened.

Mel would enter an operatory to find the patient totally prepped by one of the four operatory assistants. The planned treatment for the day was on the doctor's tray as well as the patient's insurance coverage just in case something unexpected came up. Mel did his dentistry in an appropriately chatty, patient friendly, relaxed style and then moved on to the next operatory as directed by the clinical coordinator.

Patient files containing the clinical findings that were documented

during his examinations were put on the right side of his otherwise clear desk. At the end of his day he would review his findings, write out his treatment plan and put the file on the left side of his desk. Every morning his administrative coordinator would take the files from the left side of his desk, complete all the administrative paperwork and schedule a consultation with the patient, usually to be followed by scheduling an appointment to proceed with the treatment.

If this all sounds way too easy, here are just some of the keys that made it work:

1. Mel knew enough to leave his ego at home and let the people around him do their job without getting in the way;
2. The office protocols were well thought out by Mel and the staff and continually modified when necessary;
3. During patient hours Mel did nothing but relaxed dentistry, (the amount of time wasted by most dentists in most offices is staggering if you actually make a point of tracking it);

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Fine Touch Physio now open

Fine Touch™ is pleased to announce the addition of a physiotherapy practice, Fine Touch Physio (www.FineTouchPhysio.ca) which opened May 1, 2009.


The physiotherapy practice will share space with the new office facility of Fine Touch Dental Management Corporation, at 1257 Algoma Road, Unit #3.

Fine Touch Physio is owned and operated by Karen LeValliant, a registered physiotherapist. Karen focuses her practice on the assessment and treatment of orthopaedic and sports-related injuries.

Karen is a certified member of the Acupuncture Foundation of Canada Institute (AFCI). She brings her

knowledge, experience and exercise science skills to the clinic, in order to provide individualized exercise programs to persons in need.

Fine Touch Physio offers a wide range of physiotherapy services which include Acupuncture, Manual Therapy, Electrotherapy, Ultrasound, Exercise Therapy and Athletic Taping, Postural Training and Core Stabilization.

Acupuncture has proven effective in the treatment of many conditions, including TMJ dysfunction. Karen is currently accepting TMJ referrals from all dental professionals including but not limited to the Fine Touch Dental Referral Network and from the dental practices managed by Fine Touch Dental. 



Fine Touch Physio

Hours of Operation

Mon–Thu: 7:30am–3pm
bookings

Address

1257 Algoma Road, Unit 3
Ottawa, ON K1B 3W7

Phone

(613) 749.6868

Fax

(613) 749.9292

Email

info@finetouchphysio.ca



The power of organization (continued from page2)

4. All staff members were highly trained. Assistants observed and worked alongside a mentoring assistant for two months before they were allowed to work on their own;
5. Protocols and operational decisions were group endeavours (during our stay the staff was in the process of picking out a new computer system with virtually no intervention from Mel); and
6. Mel was smart enough to realize from whence his success came and had developed an appropriate, results-oriented compensation program.

The most important factor was that Mel did only the things that only he could do, the dentistry... and left everything else to someone else. He had the wisdom to appreciate that anything that distracted him from doing his dentistry was counter productive to his objective and he had the ego control to let others do the jobs that they had been hired

and trained to do.

Over the years hundreds of our clients have said to us that what they really wanted was to be able to come into the office and just do their dentistry.

Unfortunately, not every dentist has the discipline or managerial acumen to do what they profess they actually want to do...just doing the dentistry and leaving the rest to a carefully selected, trained and motivated staff. Mel accomplished that and the rewards were tremendous.


Put another way, Mel's success was based on the principle that the key to good business results is good business management:

Good Management = Good Business

The challenge is finding the right balance between a professional practice and business management. It sounds simple enough... but it actually isn't so simple.

Why not? Well, "business" is the key word. Let's spell it this way:

"busy-ness"... that's the key point in any business, but it's an especially key point in the dental business. Dental practices are very busy places, and the key individual, the dentist, is the busiest of all, booked almost all day in relatively short periods of time. To stop, select and train just the right staff to do the right things the right way at the right time is... well, a significant challenge. And not every dentist is inclined that way, managerially speaking. Indeed, Mel and others like him are much more the exception than the rule.

Enter Fine Touch Dental and its comprehensive dental practice management system. The Fine Touch system was crafted with key management elements at its core, elements that, by various and creative means, bridge the management gap and thereby enable dental practices to benefit from what Mel knew instinctively, namely that good management is the key to a very profitable dental practice. 

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Events

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