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Sedation Solutions - A New Day in Your Practice



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Sedation Solutions – A New Day in Your Practice

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You've been to the introductory Oral Sedation Dentistry course provided by DOCS. You know how to safely and effectively sedate a range of patients defined by your education, experience, and confidence. Because of that, you've enjoyed many of the benefits of this incredible tool. Perhaps you've even returned for the advanced sedation course, Sedation Solutions, and you've increased your skills and your confidence to treat an even larger patient population. So what's next?

Maybe its time you looked at the larger role sedation dentistry can play in your practice. What part could this tool play in your overall practice vision? Do you have a well-defined vision for your practice? If you do, do you have a well thought-out plan for that vision? Obviously, these are important questions for you to ponder if you desire to reach new levels of success in your practice. In my capacity with my company, Sunrise Dental Solutions, I work with dentists everyday to support them in this effort. In that effort to support clients in their quest for more practice success, we need to determine three variables: The objective (what needs to change), the plan (the systems for change), and the solution (how to make the change happen).

THE OBJECTIVE

The objective is what you want to see happen. It is your vision. Its determination deserves some effort, since you will be investing a lot of your time and resources in its fulfillment. It requires a passion that will sustain its pursuit despite the inevitable, occasional setback along the way. The vision must be meaningful enough to others around you necessary for its accomplishment so that they too will pursue it with passion. In order for this to happen, it must be about more than just accumulation, it must be about distribution as well. In other words, it must be bigger than what it brings you.

The objective must be realistic, but enough of a stretch to make its accomplishment meaningful. When I ask dentists what they want from sedation dentistry in their practice, they often respond that they "want to do more of it." When I press them to be more specific, they pause as if they have never considered being more specific. A better answer to my question, more likely to result in a successful outcome would be, "we want to serve the dental needs of those presently not receiving care in our area by doing a sedation case each day in our practice. And in so doing, we will increase our production by 50% over a twelve month period." Now that's an answer I can go to work on creating a plan for.

THE PLAN

I'm amazed at how many dentists don't have a plan. They certainly want solutions, and they may very well have a handle on the problem(s). Both are important, but meaningless without a plan to connect the two. A plan consists of one or more strategies that are accompanied by goals, timetables, and team members who are accountable for their parts of the plan. A plan is the focus of the entire team's efforts and revisited and evaluated frequently. All good plans are clearly understood by the entire team as to what it means to the vision of the practice and to each of them personally. Everyone on the team has a stake in the outcome of the plan and is committed 100% to its realization.



A plan for sedation dentistry in your practice is no different. Let's say your vision is to do one sedation case per day. The outcome will be a more productive practice. As an example, let's use a 50% increase. Yes, that's a lot, but not unrealistic – I've seen it happen too many times to call it a fairytale. Now what you need is a plan. Your plan will consist of strategies that address the following ten questions:

1. Do I need more training?
2. Does my team need more training?
3. Do I need to make facility changes?
4. Do I have the equipment and products that I need?
5. How many new sedation patients do I need to make the outcome happen?
6. How will I reach these sedation candidates?
7. What will be my message?
8. What is my budget?
9. What systems will I use to integrate them into the practice (e.g., schedule)?
10. How will I achieve the case acceptance necessary to achieve my outcome?

THE SOLUTION

I'm often asked how I came up with the name Sunrise (in Sunrise Dental Solutions). The name comes from the process of starting anew – a new day in your practice. But the most important part of the organization's name is Solutions. We're in the business of solving practice problems and we believe the answer to any practice problem lies in one or more of the following:

Systems – Team – Leadership

In the presence of great leadership, a great team implementing great systems cannot be anything but incredibly successful. Not brain surgery, I admit, but making it happen in your practice does require competent, experienced support. Otherwise everyone would be doing it, not just a few.

In many of our client practices, sedation has played a prominent role as a practice solution. These practices have realized greater profitability from more high quality new patients, higher case acceptance, more productive appointments, fewer patients on the schedule, and less overhead.

If you want this too, and are yet to experience it in your practice, take heart. All you have to do is find out what they've done and copy it. These practices may only differ from yours in one respect - they have made the

commitment to invest in the right kind of support to make sedation incredibly successful in their practices. You have many choices when it comes to practice management support. But SDS has more experience than any other when it comes to supporting a sedation practice with the systems, team building, and leadership training necessary to achieve your sedation solutions. SDS will

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help you define your objective and create a plan to reach your solutions. This will be accomplished through on-site training, working with both the doctor and the team, and monitoring results with follow-up support.

Where do you go from here? The starting point is always the same – making a decision. You don't have a choice in the matter. Making no decision is a decision. Unfortunately, that's a decision to do nothing, to not make any changes, to get more or less of the same. Not all change means improvement, but you can't improve without change. I urge you to make the decision to take control of your practice destiny by making positive changes. It is never too late to experience a new day in your practice.



Dr. Anthony Feck is a nationally-recognized clinician, consultant, educator, and author. He is the Dean of Faculty of DOCS Education and lectures internationally on the topics of pharmacology and oral sedation dentistry.

His company, Sunrise Dental Solutions (SDS), works with clients all over North America to improve sedation practice profitability through effective implementation, team training, and personal coaching. He can be reached at DrFeck@DOCSeducation.com.