

Desert Dental Staffing's Temp Philosophy Stands Out from the Crowd!

Our All-Star Temp Team is still growing. It seems like we pass a new milestone every month. That is thanks to all of you. You may not be aware that our philosophy about placing temps is different from most temporary agencies. We believe it is as important to screen our temp applicants as it is to screen permanent applicants. In addition to evaluating how well the person presents themselves and how well they communicate, we personally interview every applicant and administer a DISC® personality profile. That helps us make sure the temp we send to an office will fit as well as possible with the office's culture. Even if the person is only there for a day, it makes a tremendous difference in the quality of their work.

We have highly-qualified temps available right now, so if you are in need of temporary help, please do give us a call at 602-840-4703. Also, if you or someone you know is looking for temporary work, we'd love to talk to you.

Congratulations to Dr. David Gibbons, Our July Temp Promotion Winner!

We have a winner in our July Temp Promotion! Last month, every time we placed a temp, we entered the name of the office hiring them in a drawing for a free lunch on us. We'd like to congratulate the office of Dr. David Gibbons in Mesa. He and all of his staff will soon be enjoying that free lunch! Congratulations!

We'll be running another promotion in August, so keep calling us to help with your temp needs. You could be a winner too.

Good Stuff to Chew On: First Impressions ... Everything Matters

I recently realized that not all of you have the chance to read my column in *Doctor of Dentistry Magazine* every month. If I do say so myself, I think there has been some pretty good stuff there that helps doctors run their practices better. At the same time, they give staff members a better insight into how they can be better employees. This month, I am reprinting my May column on first impressions. Enjoy!

First Impressions ... Everything Matters

Reprinted from *Doctor of Dentistry*, May 2008

Think about your favorite store or restaurant. What is it you really like about doing business there? Chances are your experience goes far beyond just the product they sell. When you enter a place of business, you can tell whether the owners and employees are proud of what they have built or are just putting in time. There's an intangible aura that makes you feel welcome and comfortable there. Often, that feeling is something the owners have worked very carefully to create. I would be willing to bet you are influenced by small things that touch your senses. In short, the details affect you — often more than you realize.

It's no different with your practice. Receiving a great crown, bridge, implant, set of veneers, endodontic treatment or orthodontic treatment is only part of the total experience for your patients. It is the little details that determine what they will expect of you and your staff in the long run. You may be the very best dentist in the world, but ignoring details will very likely lead your patients to expect something far different. When they start with lowered expectations, your job will be more difficult since you will have to work that much harder to convince them of your competence and ability to help them.

Just as it does when you meet someone for the first time, first impressions count. What do your patients expect when they come into your office? Are they greeted with a genuine smile and called by name? As the first areas a patient sees, are the office and waiting rooms clean and neat? Are the magazines in the waiting room current? Are they stacked neatly or scattered haphazardly around the room and on the chairs? Speaking of chairs, is your waiting room seating comfortable and inviting? Or is it in need of a little tender loving care? What does the room smell like? Antiseptics or flowers? Have you thought about playing uplifting music to help calm fearful patients? What about colors? Do they fit with your office image, fun or soothing as the case might be? Patients notice all of these things and they build an impression of your practice based on what they see that very first time.

The patient's experience is not just about the quality of the treatment you are providing but the entire atmosphere surrounding them from the time they enter to the time they leave. How can you check the impact your office presents? Consistently put yourself in the shoes of your patients. Have someone who can be straightforward with you spend some time there. Ask them to walk through your practice and share their impressions. Have them sit in your operatories and view the rooms from your patients' perspective. And encourage them to be brutally honest. You might find the experience eye-opening.

Standards are important, whether they deal with the physical appearance of your facility or the way you treat your patients. You want to convey a consistent image and character in everything you and your staff do. I suggest you make a check list that is addressed on a daily basis to set high standards for how the practice presents. The list can be comprehensive, everything from the treatment presentation folders and pens you use to monitoring your restroom facilities for adequate (and high quality) toilet paper, cleanliness, and the presence of unsightly fingerprints and water spots. You'll also want to set standards for treatment and patient interaction then follow them consistently. Once the standards become instinctive, your staff will always be functioning in that mind set and will be more likely to start finding other ways to enhance your patients' experience. Your patients will come to expect it. And they will be more satisfied for it.

I'll leave you with some points to think about as you start polishing your practice like a shiny apple for the teacher known as your patient:

- Where can you create more consistency in the details of the environment in your practice so your patients talk about how great the practice is?
- When has your patients' experience been compromised by missed details, even when they might have received quality? This could be as simple as an unreturned telephone call or as big as a mistake in their treatment. How can you change it?

- What can you do to put yourself more directly into the experience of the patient? What makes your patients comfortable? If your practice is primarily for children, for example, does your office environment suggest an adult world or does it contain items that are appealing to children?
- What quality control safeguards can you employ to assist your team in attending to important details that are frequently missed? Your team knows where the pitfalls lie. Ask for their help. You'll be pleasantly surprised at how creative they can be!

Remember that everything matters, from the smallest detail to the most significant treatment protocol. Instilling an "Everything Matters" attitude in your day-to-day operations is a great way to focus on your business, make your patients' experience a positive one and improve your profitability through increased referrals.

Quote of the Month

It's the little details that are vital. Little things make big things happen.

~ John Wooden

Did You Know...there are some great resources on our website?

Every month, I suggest you visit our website to place a job order, find a job or refer a friend to us. I hope you are doing that, but I wanted you to know there is much more there as well. Doctors will also find tips on how to interview potential employees. Applicants will find tips on writing a great resume and how to prepare for the interview process. Plus, there are some great resources and links. It's worth a few minutes of your time!

Just click here to look at our website ... Link = <http://www.ddsbydesign.com>