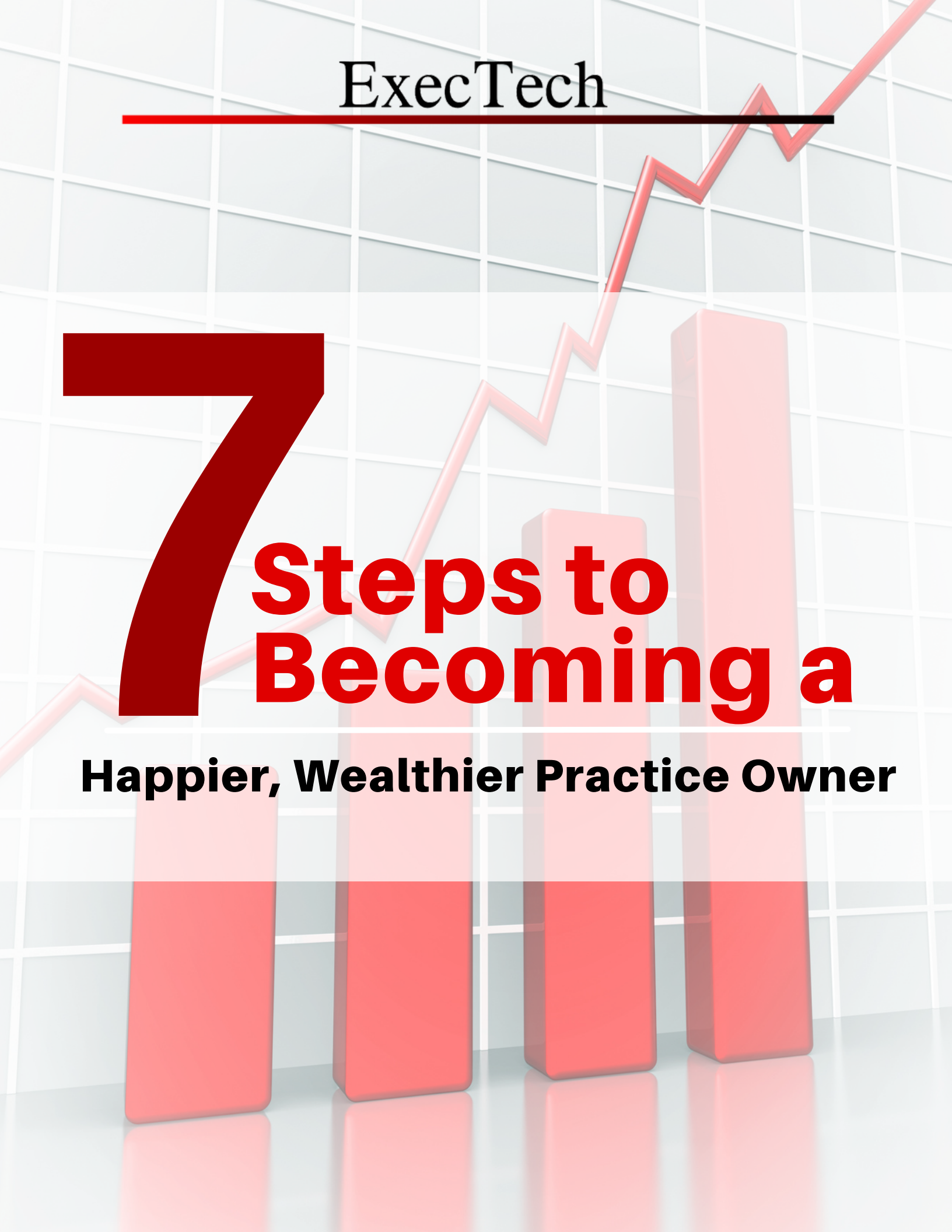
ExecTech



7 Steps to Becoming a

Happier, Wealthier Practice Owner

Seven Steps to Becoming a Happier, Wealthier Practice Owner

Managing a practice is not easy. You are challenged by difficult patients, staff problems, insurance companies, legal risks, rising overhead and insufficient time. These challenges cost you time, energy and money.

Fortunately, owning and managing a practice can be profitable and enjoyable. You can wake up in the morning feeling excited about going to work. You can leave your office each night feeling calm and satisfied. You can also earn the financial rewards you deserve.

The real question is this: Are you ready for a change? Are you prepared to challenge your biggest problems, learn new methods and go for a bigger, better practice?
If so, you need to do something new. You need to take these seven steps:

1. Follow your impulses to succeed.
2. Don't be an island.
3. Use an iron fist with a velvet glove.
4. Set your course to the future.
5. Identify your obstacles.
6. Remove the stops.
7. Take action!

These steps are outlined in the seven chapters of this booklet.
The first step to becoming a happier, wealthier practice owner is to follow your impulsesto succeed.



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1. Follow Your Impulses to Succeed



Everyone has two types of impulses:

- The impulse to succeed, achieve goals and help others.
- The impulse to fail, succumb and bring down others.

When you follow the impulse to succeed, you insist on improvement. You expect to win. You accomplish your goals, no matter what it takes.

When you follow the impulse to succumb, you allow things to go badly. You invent excuses. You give up.

To become richer and happier, you need to replace any impulses you have to fail with strong impulses to succeed.

Examples of Impulses to Fail

"I don't trust myself to run my practice. I'm letting my office manager take over."
"I'm getting killed by taxes and overhead. It's just not worth it."
"I can't find good staff members. I'd rather stay small and do everything myself."
"Ungrateful patients make me want to quit. I'm not sure I want any new ones."
"My associate took hundreds of patients when he left. So I'm cutting back."

Of course, attitudes like these do not make you happy or wealthy.

Replace Your Impulses to Fail with Impulses to Succeed

If you rarely feel impulses to fail, skip to the next chapter. Otherwise, complete the following four steps and you will feel more optimistic.

1. Write down the answers to these questions:

What about your practice makes you want to give up?
What criticisms do you have about yourself as a practice owner?
If you doubled your income, what kind of problems would you expect?

2. For each of your answers, consider the underlying reasons behind the impulse. Decide if these reasons are still valid or if they can be replaced with impulses to succeed.

3. Ask yourself, "Has anyone made me think I'm bad for the profession? For my patients? For my staff? For my family? For society?" If you think of someone, mentally disagree with him or her.

4. Stop criticizing yourself about past mistakes, poor judgment calls or bad decisions. You did what you thought was right at the time, so stop worrying about it. Instead, look at the positive things you have done since then.

Your impulses to succeed are more stable when you take advantage of the knowledge, experience and support of others. Accepting help is the next step to becoming happier and wealthier.

2. Don't Be an Island

You are valuable to your patients, your employees and your community. You do more good than harm. You deserve to be helped. When you obtain help from others, you gain from their knowledge and experience. If you refuse to be helped, you block opportunities to improve your life. If you believe you are superior to others, you might think no one can help you. Thinking you know it all is a major barrier to new ideas, new experiences and new skills. Of course, the biggest reason you may not want to accept help is because you do not want to be betrayed or hurt by someone you trust.

When Someone Offers to Help You, Do You Feel Wary?

For many, it becomes an automatic response: First, someone offers to help you. Second, you remember times when people stabbed you in the back. Third, you assume this person cannot be trusted. In some cases, you might be right.

Practice owners often feel damaged by employees they trust. For example, an employee says, “Don’t worry, you can count on me!” But then the employee quits. Employees often feel the same way about practice owners. The boss promises, “I’ll give you a raise as soon as things pick up around here,” but then the boss never comes through. It’s even worse when a partner, a close friend or a spouse stabs you in the back. You trust this person completely and then he or she blindsides you. You feel the heartbreak of betrayal for years.



If you are betrayed too often, the world seems to work against you. You feel alone. Yet, you cannot close the door to options and possibilities. You cannot lose hope. The happiest, most successful practice owners are constantly seeking help. They do not believe they know it all or that they have reached their peak. In fact, most of them will tell you they have a lot to learn.

Five Facts Regarding Help

1. You deserve to be helped.
2. Rejecting help from others does not improve your practice or career; it closes the door to opportunities. Being an island is lonely and burns you out.
3. The most successful practice owners constantly seek new knowledge. Being arrogant and stubborn blocks your success. Everyone has room for improvement.
4. Seeking help does not mean you’re a failure; it’s a sign of intelligence. Successful people in every profession enjoy giving and receiving help, despite the few who betray them.
5. Depending on people is healthy and vital to your long-term success. All those who achieve great wealth, success or fame openly and proudly thank those who helped them. No one succeeds alone.

The next step to becoming happier and wealthier is to take more control.

3. Use an Iron Fist with a Velvet Glove

Imagine being in full control of your practice. All patients arrive on time, leave on time, follow your recommendations and pay their portions. Insurance companies pay your fees as promised. New patients come in when you have openings. Every staff member happily follows your instructions. Your associates are hard workers who follow your example. Partners and colleagues respect and support you. You do not worry about malpractice suits. Government inspections never happen. No one attacks your reputation. You are in control of your practice, your income and your future. Fortunately, with the use of certain control tools and skills, taking more control of your practice is easy.



Control

You can use control to harm, suppress or destroy lives. Or you can use control to help people, increase your income and improve the world around you. Positive control is not heavy-handed. It does not require force or threat. It means you provide guidance, direction and leadership. At ExecTech, we show you how to use the tools and skills that put you in control of your most difficult situations.

For example, if your staff is out of control, you pick the best employee and get him or her to be more efficient. You then take control of another staff member's productivity, and another, until you have the entire staff under control. No force is needed. As another example, your schedule is out of control. You never have enough time and always run late. To take control, you monitor how you spend your time. You evaluate the importance of each task. You set priorities which increase your efficiency and productivity. You soon control your time

Where Do You Need More Control?

1. Does your practice run you?
2. Do certain patients or staff members ignore your instructions?
3. Can you control the number of new patients who come into your practice?
4. Do your accounts receivable show that you are in control of your collections?
5. Do you run behind schedule? Do you run out of time?
6. Do you feel irritated when someone tells you what to do?
7. Are your overhead costs out of control?
8. Would you do a better job if you could eliminate some bad habits?
9. Do your moods hurt your productivity?
10. Are you not sure what lies in your future?

As you will see in the next chapter, setting exciting goals is essential to controlling your future.

4. Set Your Course to the Future



No matter how old or young you are, no matter how rich or poor you are, you need goals. Nothing ignites your passion like goals.

Ten Signs That You Lack Goals

If you have one or more of these symptoms, you need better goals:

❒ You bounce from one task to another, one problem to another, one crisis to another.
❒ You treat small problems like big problems.
❒ Even though you are busy, you make few improvements and little progress.
❒ You are not as interested or excited about your practice as you once were.
❒ Concentrating and staying focused is difficult; you rarely perform “in the zone."
❒ Even if you seem more successful than others, you are not happy.
❒ Negative feelings, such as fear, anxiety, anger and revenge take control of your life.
❒ You work on goals that meet the demands of family members, staff members or others.
❒ Even though your potential for success is unlimited, you do little to fulfill it.
❒ Your future looks murky.

Five Benefits of Having Goals

1. If you have goals, you have direction. You can invest your time and effort in specific ways that pay off. When opportunities come up that can help you achieve your goals, you recognize and seize them.

2. Because you have specific goals, you make better decisions. When faced with an important choice, you simply ask yourself, “Which of these options will help me reach my goals?” Like a flashlight in the night, your goals light up your best choices.

3. Goals motivate you and give you energy. For example, when preparing to go on a vacation, you get a lot more done than normal. You have a clear, firm goal to finish several tasks and then go on your trip. You work hard and fast without getting tired.

4. Goals give you confidence. You can take the initiative. You can be the leader. For example, if you and your group were lost in the wilderness, but you alone knew the correct direction to hike, you would not follow someone else in a different direction. You would convince the group to follow you.

5. Goals help make life enjoyable, even exhilarating. Making solid progress toward your goals makes you ecstatic.

If you do not have big, bold, exciting goals, why not? Do you doubt your potential? Are you afraid of failure? What stops you? The barriers and obstacles to your goals MUST be resolved for you to succeed.

5. What Are Your Obstacles?

Have you noticed when considering your goals, certain doubts come to mind? Doubts that make you change your plans and hopes? At ExecTech, we call these obstacles your “stops” because they stop your progress; they ruin your success. If you do not resolve your stops, you do not attain your goals. Stops can come from anywhere: staff, patients, insurance companies, colleagues, government agencies, the news media, family members and, of course, from you. When you handle the stops, you achieve your goals.

Symptoms of Being Stopped

When you are stopped, you might feel opposed, held back, ineffective, paralyzed, squeezed, restrained or fought. You may experience one or more of these symptoms:

Stress
Unable to make decisions
Mood swings
Self criticism
Wasting money
Allowing substandard quality

Illness
Work avoidance
Frustration
Refusing to promote
Agreeing to bad ideas
Feeling overwhelmed

Mistakes
Sticky, stuck statistics
Resisting help
Reducing fees and income
Emotional turbulence
Lack of energy

Stops Are Everywhere

Stops are a part of all practices. For example, insurance representatives give you stops when they say, “We can’t process this claim because the zip code is wrong” or “We denied this claim because the procedure was unnecessary.” Certain types of employees specialize in stops. “I can’t do that.” “It’s not my job.” The real damage occurs when you stop yourself. “I can't handle more work.” “I can't earn more money.” “I can't change.” Fortunately, all stops can be handled so you can achieve your goals. The first step to handling stops is to identify them.



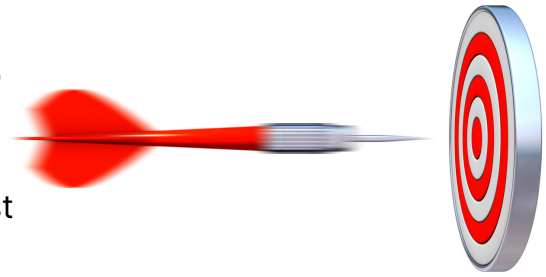
Seven Questions to Expose Your Stops

The following questions are designed to help you find the stops in your practice.

1. What elements of your practice give you the most stress?
2. Who acts like an opponent? Who gets in your way? Who resists your plans?
3. When you retire, what part of practicing will you be glad to leave?
4. What do you want to ensure never happens in your practice?
5. What aspects of running your practice do you wish were easier for you?
6. What potential disaster worries you most?
7. What makes you think you can’t reach your practice goals?

Once you identify your stops, you can begin to handle them. As a result, your mood improves, your statistics rise and your success becomes certain.

6. Remove the Stops



To attain your goals, you must handle the barriers. If you do not resolve these stops, they get bigger. The first list describes unsuccessful ways to handle stops. You have probably tried all ten, at one time or another. The second list outlines approaches that work. These are the methods we get our clients to use. They make our clients happy and wealthy.

Ten Ineffective Methods for Dealing with Stops

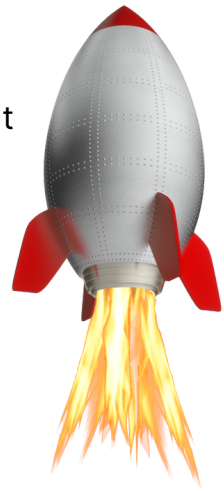
1. Deny that the stops exist. For example, “Nothing can be done to improve my collections.”
2. Ignore the stop. “If I just file this unhappy patient’s letter, maybe he’ll forget about it.”
3. Avoid the stop. “If I stay in the back, I won’t have to deal with my front-desk staff.”
4. Accept the stop. “Everyone is being hurt by _____ (the economy, taxes, regulations, insurance companies, weather). The problem is just too big for me to solve.”
5. Succumb to the stop. For example, “I guess I’m better off settling for what I have.”
6. Procrastinate. “I’ll get around to it eventually.”
7. Feel sorry for yourself. “Boo-hoo, poor me. Time to self-medicate.”
8. Blame others. “If only our state association would do something about this!”
9. Criticize yourself. “I’m an idiot! How could I be so stupid? What’s wrong with me?”
10. Give up. “To heck with it! I’ll just see my patients and go home.”

Ten Effective Methods for Handling Stops

1. Overwhelm the stop with force, people or money. This is how governments handle problems. Although this approach wastes resources, it’s better than doing nothing.
2. Get smarter than the problem. Think it through. Use reason instead of force.
3. Use your passion for your profession to push you through the barriers.
4. Investigate the people who oppose you. Why do they want to stop you? Find out if they have hidden purposes. For example, are they stealing from you, using you or afraid of you.
5. Learn the tools or skills you need to resolve the stops.
6. Increase your responsibility for the stops. Find out how you might have caused them to exist in the first place.
7. Test new ideas. Use inexpensive pilot programs to try new solutions without using your time, energy or money.
8. Break down the stop into bite-size chunks and handle one piece at a time.
9. Get help. Find the best assistance available to you and use it.
10. Increase your courage. Most stops include an element of fear. If you confront the fear, the stop is easier to handle.

Once you get your stops out of the way, the road is now ready for you to travel. You can now take the seventh and final step to becoming happier and wealthier than ever before.

7. Take Action!



Your practice succeeds because of what you do, not what you think or say. Bringing in new patients, improving patient procedures, hiring and training great staff, increasing collections and cutting overhead TAKES ACTION. Implementation is difficult for many practice owners. You know what you must do, but you do not make it happen. Your losses from inaction are significant.

Example: You want to sell a partnership. You think about it and talk about it for three years. By the time you decide to sell, the value of your practice has dropped. If you had sold the partnership at its peak, you would have gained $150,000 from your new partner. Instead, you only get $80,000. Your delay costs you $70,000.

Example: After their first visit, many of your patients do not follow your recommendations. They fall through the cracks or go elsewhere. You wait a year to see if things will improve before finally hiring a consultant. The consultant shows you how to get patient compliance. Your monthly production jumps from $65,000 to $95,000. Unfortunately, the one-year delay costs you $360,000.

Example: You dislike confronting your rude office manager; you hate the hassle of hiring and training a replacement. So you let her stay for three years until you learn she is stealing cash. Your new office manager is a terrific organizer who gets people to work together effectively with great morale. Within three months, she increases your production by 50%. Your embezzlement loss is actually small compared to the income you could have earned during those years.

Practices are like Sharks

Sharks need to keep moving at all times. If they stop moving, they cannot breathe and they die. Stagnant practices are the same way; they have stopped moving and they die. Patience is not a virtue. Doing nothing, especially in these difficult times, leads to less profit and more stress. At first, waiting to take action seems painless, easy and safe. But sooner or later, you notice that your schedule has big holes in it, your numbers are dropping and your bank balance is getting low. Your practice is running out of air. Fortunately, it is never too late to take action.

Why Do You Not Act?

Do you wonder if you can really have more fun, make more money and reach your goals? If so, you might be struck in traps you've set for yourself.

1. The “Be Reasonable” trap: limiting yourself to what you think you can have instead of what you really want.
2. The “Half-hearted” trap: having no passion and not making a real effort; holding yourself back instead of letting yourself go.
3. The “Wait and See” trap: you do nothing and predictably, nothing changes or improves.
4. The “Procrastination” trap: finding excuses to avoid confrontation.

5. The “Comfort” trap: fearing risk, sticking to old routines, and never rocking the boat.
6. The “Strategy” trap: focusing on the means, not the ends.
7. The “Do-it-yourself” trap: trying to succeed on your own by trial-and-error.
8. The “Self Doubts” trap: believing in your limits instead of believing in yourself.
9. The “Preparation” trap: bogging down in endless planning and useless preparation.
10. The “Fear of Failure” trap: worrying more about the risks instead of the gains.

Of course, the biggest risk is missing opportunities.

Which Opportunities Are You Missing?

Profitable opportunities are within your reach. For example, you probably have all the resources (staff, space, equipment) you need to double your income. You simply lack the knowledge, skills or strategies you need to make it happen. If you act to fill these missing ingredients, you take better advantage of your resources. You earn and deserve the rewards.

By not acting, you do not benefit from staff members who would love more responsibility. You do not benefit from insurance plans that would pay you higher fees. You do not benefit from referral sources who would send you more new patients. The fact is this: your greatest losses are from the doors of opportunity you never open. When you take action, you move one step closer to your goals. You earn respect and support from those who depend on you. You feel pride because you make things happen!



What Is ExecTech?



ExecTech is a management consulting company for dental practice owners who want to improve their practices. Unlike other practice-building programs, ExecTech's program includes personalized, one-on-one services to help practice owners implement the improvements they need to reach their goals. ExecTech specializes in action and implementation.

How Would You Define the "Perfect" Consulting Company?

If you were to dream up an ideal consulting firm, you would probably include seven qualities:

1. Goals: The consulting company's purpose would be to focus its efforts on your goals, not its own goals. It would also help you stay on track to reach those goals, despite those small, irritating problems that constantly pop up in any practice.
2. Office Visits: Ideally, your consultant would work with you and your staff face-to-face.
3. Unlimited Service: Your consulting program would not limit you to a set number of hours, but would include all the time you needed from your consultant.
4. Reliable Support: The company would give you fast, dependable telephone, e-mail or text communication to stay in touch, address your problems, answer your questions and help you in all emergencies.
5. Proven, Usable Solutions: Your consulting firm would provide you with a large variety of proven solutions and systems from which you could choose those best for you.
6. New Skills: You would master dozens of management tools and skills to effectively manage your patients, staff and business.
7. Implementation: Finally, the ideal consulting program would also help you implement the changes, improvements and systems you need.

How ExecTech Operates

1. Goals: Because our purpose is to help you reach your goals, we specialize in goal setting, planning and achievement. For example, we help you set your short- and long-term goals during your first consulting meeting. We then focus on helping you get what you want from your practice, despite the distractions, problems and opposition that always surfaces.

2. Office visits: Nothing works better than one-on-one, face to face consulting, which is ExecTech's primary method of consulting. We work directly with you onsite in your practice and via Zoom face-to-face, on a regular basis.

3. Unlimited Service: ExecTech's most popular one-year program includes at least two consulting meetings per month, and as many additional meetings, staff training sessions, phone calls and emails you may need to make steady, concrete progress, increase your production and enjoy more profit.

4. Reliable Support: As an ExecTech client, you can text, email, or call your consultant at any time for any reason. If not immediately available, he or she will get back to you as soon as possible.

5. Proven, Usable Solutions: At ExecTech, we have found one practice problem can have dozens of solutions. It's like shopping in a large clothing store. You select the solutions with theright material, best fit and appropriate cost for your practice.

6. New Skills: ExecTech's program gives you management skills you need to earn more profit with less stress. As a result, you have more confidence to take on bigger challenges and achieve greater goals. Your new skills are yours to use for the rest of your career.

7. Implementation: The greatest advantage of ExecTech's one-on-one approach is successful implementation. Your consultant helps you determine your best strategy, providesyou with plans, follows up, and persists. This is our area of expertise!

Imagine Success

How would you would feel if all of your practice problems were solved? What would it mean to you if you were accomplishing results like these? Imagine the following benefits:



- Your practice is the most popular in town.
- Your marketing efforts generate a steady flow of new patients, at little or no cost.
- You are not concerned about your patients' ability to pay. Because they truly want your care, they take responsibility for payment, as they should.
- You never avoid confrontational situations with patients as you are prepared for anything they have to say.
- You stay in control of your time resulting in on-time appointments for patients and shorter days for you.
- Because you are making steady progress toward your goals, your energy level is high.
- You are in full control of your overhead costs.
- You correct poor employee behavior when it happens and never let it slide.
- You tackle all difficult management duties without hesitation.
- You inspire your employees to follow your instructions to the letter and take responsibility for their duties.
- Your staff bonus system motivates employees and boosts your profit.
- You terminate your unprofitable plan contracts, low performing employees and high-stress patients, without hesitation.
- Your accounts receivable are in line with your monthly income.
- You are not stressed by financial problems as you have plenty of money.
- You are constantly improving and growing your practice.
- You are seeing patients you wish to treat and practicing in the manner you wish to practice.
- You enjoy expanding your practice with no concern about a potential increase in stress.
- You have plenty of time for yourself or your family.
- Your profit is in line with your education, experience, superior care and hard work.
- You are happy with your strategy to resolve problems, expand your practice or reach your goals.

With ExecTech on your team, you can accomplish all of the above.

Client Comments



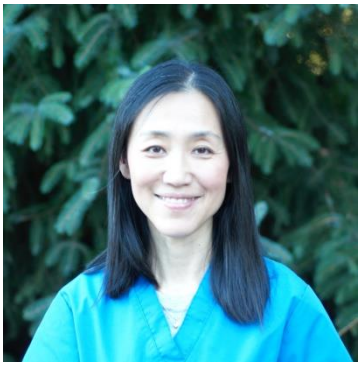
"**I started with ExecTech right after COVID hit**. Their management systems get implemented specific to your existing issues and greatly improves them.

"We continue to see the big impact their program has delivered to our office. This last month we reached our highest ever collections and got over 33 new patients within 18 working days.

"Month-over-month for the last year, we have averaged a 40% increase in revenue since working with them.

"I highly recommend them to any-sized practice!"

Lula Tsegay, DDS



"I used to feel like I was unable to motivate my team. My new patient numbers were down and my practice was stuck in a plateau. I then was referred to ExecTech by a trusted colleague.

"**Starting in 2021, my consultant and I started to set goals each month**. At first they seemed unreal but then I saw that we were reaching them and it kept us striving for more. I learned how to communicate with the team about the changes I wanted. My consultant role played with me and I applied this in both my practice and my life. I now have the basic skills for leadership and my team is more motivated.

"We learned the importance of getting referrals and how to do it. We did a monthly marketing meeting with the front desk to plan this out. We also created an attainable bonus system which was great!

"We set up structure in the practice. I started looking at the practice as a game rather than just work. The coaching has helped me reflect on myself and has helped me improve on things I did not even know I was missing.

"My consultant observes and guides me and I love that the ExecTech program is tailored to my needs. When I have a problem or need something there is someone I can bounce things off of.

"Since starting the program every month our numbers are better than the month before. We are in a higher level now. **Our production is up 20% and our collections went from 95% to 98.5%. It really helps to have someone pushing you. ExecTech is worth the investment!**

June Xiao, DDS



"My staff and I feel that ExecTech is the best consulting company we have ever hired. We have been using their management systems for the past eight years and our statistics have been in their highest ever range year-over-year.
I now have a team of over 100 employees, including 6 associate doctors, and they all feel so much more competent in their ability to control the practice with greater efficiency.

"I like the ExecTech program because they are very good at training the doctors and staff in doing treatment presentations and financial arrangements. They are also tremendous at helping implement a strategic plan that streamlines office flow and team performance.

"We have easily covered the expense of this program in a short time. We feel very excited about this very worthwhile investment in our practice which will pay dividends for many years to come."

Juan D. Villarreal, DDS



"In 2020, I did not have a system for running my practice. I struggled with marketing and management but knew there has to be a better way of going about it.

"I was introduced to ExecTech through an alumni colleague. My experience in the last year since working with them has been great. I have gained much more confidence about the practice and the big picture. Previously, our team was not stable and we lacked leadership skills to motivate them. I am happy to say our team is stable now.

"Our numbers have increased, procedures are better, we are working faster, and office management is much better. To have a more ideal practice was my main purpose in working with them. I now have less stress and more self- confidence.

"**We are growing personally too. Their personal performance coaching changed my mindset. Coaching has been huge for me. Their training on effective communication and control were almost priceless**. I am more confident in handling patients and staff now.

Hua Gao, DDS



“Before working with ExecTech I worked hard to try to take my practice to the next level. I needed guidance on how to get more new patients and increase production.

“Once I hired ExecTech that is when my practice really took off. I saw tremendous results right away and therefore continued working with them for seven consecutive years. As a result, new patients, production, and collections went up at least 10-15% every year consistently.

“**Hiring employees and staff management were big areas they helped me with**. Whenever I needed to hire they helped me find good applicants by using their online job application system. This helped so much as it took me a lot less time to research the prospective staff and streamlined the whole hiring process. Then once I hired new staff my consultant helped me train them which took a big burden off my shoulders.

“I also loved the way we increased the number of new patients because we did it mostly through internal marketing. We worked on increasing the quality of the patient experience and then what followed was patient referrals and increased patient number. We did not have to spend more money on advertising (and that is still true to this day)!

“Their one-on-one style of consulting face-to-face was the big difference from any other dental consulting company. In between meetings, whenever or whatever the problem was my consultant picked up the call or email and always answered me right away. This gave me great peace of mind and a lot less stress. I could always rely on him for help when I needed it.

“My practice has grown so much and I have a lot less stress thanks to the ExecTech. **I would say if you want higher production and collections I sincerely encourage you to call them! ExecTech gets results!**”

Aimin Liu, DDS

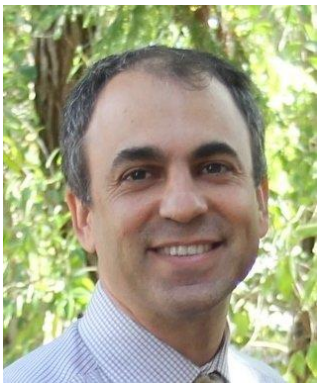


“I first heard about ExecTech during a talk at our local dental society meeting. During that talk, Clayton was able to pique my interest enough to make me inquire about their dental consulting services. Long story short, I am so glad to have met Clayton that night and also so glad to have had ExecTech on my side this past year.

"My experience with ExecTech has been nothing short of amazing. Our practice numbers have dramatically increased. I attribute much of this success to the guidance from my practice consultant. He has helped me to put systems in place to better communicate and motivate my staff. He has helped me to also analyze my practice more by numbers and less by "feel". We now consistently set monthly production, collections and new patient goals. **Year to date we have over 850 new patients in and our practice revenue is up over 30% from the previous year.**

"In all, I have really enjoyed working with the whole ExecTech team. If you are a young doctor looking for guidance on how to better manage staff and grow a young practice, you should strongly consider ExecTech. It has been a worthwhile investment."

Jonathan Chang, DDS



"I am very happy with the results of my ExecTech program. In my first six months on the program, not only did **my practice hit highest-ever numbers** in both production and collections, but my production is 26 percent higher than the six months prior to the program and my collections have increased by 25 percent.

"We achieved this by implementing ExecTech's practice management systems. We implemented their systems for finances and scheduling, which helped to decrease office stress and increase production. We also implemented internal marketing strategies which have helped us get new patients including big cosmetic cases.

"There is nothing about the ExecTech approach that I have found to be cookie-cutter in any way. I really like the way in which my consultant related to my practice and understood my concerns. He studied my practice and was able to teach me how to implement the specific systems that we needed. I especially like **ExecTech's hands-on approach, coming to my office and working with me and with my staff**.

"Another thing that I like about this program is that their goal is not to have me become dependent upon them. From the beginning, ExecTech's goal has been to teach me how to run my practice without my consultant. They are teaching me how to do it."

Dino Javaheri, DDS



"**ExecTech consulting and coaching are the best investments in my practice that I have ever made**.

"I interviewed many consulting companies in order to bring my practice to its full potential. Finally, I was impressed with ExecTech's thorough proposal and decided to work with them.

"I remember driving to my first consulting meeting thinking that there was no way that they could improve my office. But to my surprise, they have not only helped bring out my full potential as a dentist, but they have also significantly helped me increase my ability to effectively manage my staff.

"Thanks to the ExecTech program, my practice numbers continued to increase significantly every month. If you honestly complete the steps on the ExecTech “mini-programs” you will get the results. I have never been happier with my practice. I am now looking at opening a second practice.

"I have worked with a number of consulting companies in the years that I have been in practice **and I have never seen a consulting firm get the same level of results that I have achieved with ExecTech**. I am truly fortunate to have found them."

Lakshmy Sudeep, DDS



"I have been working with ExecTech for the past 2 years, and it has been a wonderful experience.

"Before hiring ExecTech, I didn't know how to be a manager of a business - they don't teach you that in dental school. I have learned so much from working with my consultant. He has taught me how to develop a successful internal marketing plan to bring in a steady stream of new patients, how to implement steps to keep my practice growing, and how to stay on top of my financials.

"Through weekly coaching sessions with my communications coach, I now handle issues with Staff easily (rather than dread them like I used to). Coaching has also led to better personal relationships through improved communication skills that I have learned. I now have a very happy Staff and each member knows that they play an integral role in our office Team, and I have the means to compensate them well. I know how to set production and collection goals and reach them. Our production has continued to increase, and I know the steps to implement to make it continue to increase.

"**My practice has grown to the point where I need a bigger space to accommodate it!** I have recently purchased a new building to move my practice to, and ExecTech has been with me every step of the way throughout the process. The skills I have learned from ExecTech will stay with me throughout my career, and the communication skills I have learned will stay with me throughout my lifetime. I cannot thank ExecTech enough for what they have taught me. Everyone I have dealt with at the company has been so helpful and knowledgeable.

"I can honestly say that hiring ExecTech has, by far, been the best business decision I have made. It has been worth every penny, and more!"

Natalie Provenzano, DDS



"One thing that I really like about the ExecTech program is the way that that my consultant and my coach have have helped me with hiring strategies. **I am now hiring the right people for my practice**, which makes management much easier than it was in the past. At the same time they helped me to improve my management skills, so that running my practice is now easier than it has ever been.

"This has allowed me to add two hygienists to my multi-specialty practice, which is allowing me to devote more time to my patients and my hygiene schedule has gone from marginal to full while the rest of my practice continues to grow.

"My collections are up significantly over last year!

"I am very grateful to the colleague who encouraged me to call ExecTech last year to find out how they could help me with my practice. If you are looking for someone to help you achieve your personal goals and your practice goals, **I encourage you to give them a call**."

Safa Khaleel, DDS



“Before reaching out to ExecTech, I had no control of my personnel. I had many staff issues that caused me a great deal of stress. I was unable to motivate my staff and their attitude was apathetic in the practice. I did not get compliance from them to perform tasks the way I wanted them to.

"Since working with ExecTech, my office now has structure and order in place. Together we implemented effective systems so I am able to manage the office with greater ease. I now get compliance from staff. This started to improve immediately when ExecTech helped me get up-to-date, and simplified, office policies in place.

"Looking back I felt there were never enough hours in the day to treat patients and manage the business. **ExecTech helped implement programs that freed up my time and lowered my stress**. I used to give orders to staff and had no way of knowing if they were done or what still needed to be done. This is no longer the case. ExecTech has great systems of practice management and communication that really work! I now manage my time and practice better. I no longer have the headache of trying to do everything myself which used to be so overwhelming.

"After going through ExecTech's program, I realized that the business aspect of the practice is just as important as the clinical aspect. Previously, I used to just look at the numbers and had no idea what they meant. My production and billings were declining and I did not know what to do about it. I had no marketing plan in place and my stress was rising. Now, I have an actual marketing plan and generating new patients has improved significantly. My production stopped declining and has actually gone up by increasing efficiency. I have so much less stress now!

"Coming from someone like me who was very skeptical of consulting help and was "shopping around", **I can honestly say that ExecTech Consulting is 100% the correct choice**. ExecTech's program is unique, customized, and local to ensure results and implementation. For me, greater life balance, practice organization, and profit increase has been absolutely amazing. **ExecTech truly is the best business investment you can make!**"

Ray Shirani, DDS



“Team performance is higher than ever and we continue to see month-over-month growth!

“We are also getting very positive feedback and reviews from our patients, and we have created so much valuable personal time for ourselves. This list is much longer, but I want to end by saying thank you once again to ExecTech."

Benjamin Rosales, DDS

ExecTech is always on your team…

Tell us about your practice situation, what is troubling you and what you hope to achieve.

Here are your options to receive our help:

- **Fill out our Practice Analysis Questionnaire**
- **Receive a Free Consultation**
- **Call or email:**

  (800) 555-6063
  info@exectechdental.com