Each year, a smorgasbord of new products and services is developed to enhance today’s fast-paced dental office. New and innovative products with attractive sign-up deals and marketing promotions related to services are nothing more than window dressing designed to distract you from the fact that you can do the same thing using tools you already have.

INVEST IN STAFF TRAINING BEFORE LOOKING TO OUTSOURCE OR TAKE MEASURES TO STAY ON TRACK

Assess your practice regularly by consulting with your team to determine what’s working and what’s not. If you identify a process that feels inefficient or cumbersome, invest in staff training before looking to outsource.

Be confident that you know your practice’s true needs and take measures to stay on track.

OUTSOURCING WORTH IT?

On the flip-side, when is the cost of outsourcing a service worth it? Lawn care at your home or office is a perfect example. Unless you like to hop on your top-of-the-line, zero-turn, smart-speed Toro rider for the sole purpose of stress relief, consider how you might make the decision to maintain the lawn yourself versus sign on with a lawn service to do it for you. Your answer will likely depend on the size of the lawn, the cost of purchasing and maintaining the lawn equipment you will need, and the time it will take you to actually do the work.

ASSESSING SERVICE VALUE BASED ON VOLUME OR QUANTITY

The ever-popular Automated Patient Reminders System is another great example of how the value of a service can be assessed based on volume or quantity. Large, high-volume offices see a huge value-add with automated reminder services because the time-consuming process of manually calling patients to remind them of appointments is replaced by auto-generated calls, emails and text messages.

SUCCESSFUL NAVIGATION OF THE PRODUCTS AND SERVICES SUPERHIGHWAY IS A TEAM EFFORT

If you don’t already have written processes for routine jobs, encourage your team to create them. Oftentimes the simple act of writing something down can trigger a creative solution to a time-consuming task without the addition of a costly service.

Routine assessment of written processes can provide a useful service that enriches your whole practice at a justifiable cost. Choose automation for time-consuming processes that prevent your staff from focusing on more important things such as engaging patients and improving care. Steer clear of bloated products and services that are nothing more than window dressing designed to distract you from the fact that you can do the same thing using tools you already have.

Routinely assess these written processes to ensure you don’t get stuck in a stagnant cycle. Hold regular staff meetings, and encourage all team members to be on the lookout for learning opportunities or unique product and service offerings that would further streamline an existing process or replace it completely.

ENRICHING YOUR WHOLE PRACTICE

Remember that a true value-add should provide a useful service that enriches your whole practice at a justifiable cost. Choose