



# Gear Up for 2024 with Strong Systems

Practice Support Team (PST) had open and honest conversations with doctors and office managers from hundreds of practices who called our hotline, emailed us, or completed an Analysis with Burkhart last year. We found every practice unique with its own personality, and blend of strengths and weaknesses. This is especially true as inflation, staffing shortages, and stagnant PPO contracted fees impact practices. There are twelve characteristics we see in practically every highly successful practice we have worked with over the years. These characteristics stand out further in practices experiencing robust growth – even with inflation’s headwinds. Improve these systems and you will improve outcomes for your patients, your practice, your team, your profitability, and your enjoyment in 2024! The best news? **PST has specific, complimentary support and resources to help you address all of these crucial components.**

Use the scale below to indicate how each statement applies to your practice.

Rating scale: 3 = consistently 2 = sometimes 1 = rarely

| Key Characteristics   | Practice Rating |
|---|-----------------|
| Effective scheduling protocols are used to address staffing shortages while also allowing same-day treatment, timely new patient opportunities, and enough hygiene opportunities to meet patient demand.      |                 |
| Systems and scripting are documented and readily available for consistency and training purposes as new staff members onboard. Be sure to focus on systems and scripting to support the patient's experience. |                 |
| Practice fees are increased and balanced on an annual or semi-annual basis. The impact of PPO contracts are evaluated, reviewed and re-negotiated or re-structured as needed.                                 |                 |
| Staff recruitment and retention strategies are in place including ongoing recognition, feedback, and effective coaching.  |                 |
| The periodontal program is healthy, and treatment is diagnosed, performed, and coded properly according to the unique patient demographics and philosophy of care in the practice.                            |                 |
| Effective morning huddles, team meetings, and patient handoffs occur regularly.   |                 |
| Electronic patient communication, an engaging social media presence, effective review requests, and a strong website are active elements of the practice marketing plan.                                      |                 |
| Recare and attrition from the practice are monitored and addressed effectively.   |                 |



| Key Characteristics  | Practice Rating |
|--|-----------------|
| Each team member builds value in the current and next appointment for each patient.                              |                 |
| Reimbursements are maximized through effective and ethical coding of treatment provided.                         |                 |
| Outstanding AR is no more than 1.5 months of production and practice collects 99% of net.                        |                 |
| Patient communication reflects consistency, confidence and care, especially when having financial conversations. |                 |

How did your practice do? If even one of these is an issue in your practice, it is negatively impacting your practice's performance. Objectively seeing how your practice stacks up is a great first step. As always - we are here to help support you and your team with targeted resources and support at no charge to you, as a Burkhart Platinum or Supply Savings Guarantee client. Call or email your Burkhart Account Manager for resources or to initiate a Practice Analysis.