



## MGE Power Client Livestream!

*With Sabri & Jeff  
Blumberg*

**Growth & Success in 2021!**

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### Where to Start?

1. Plan/Postulate 2021 Goals,
  - a. Acknowledge 2020 wins,
  - b. Set quotas,
  - c. Review stats, marketing, existing scene,
  - d. Work out *how* to pull off these quotas – e.g. what needs to occur.
  - e. Share with the team and monitor.

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### Expansion – Key Actions

1. Patient Flow: Consistently increasing outflow,
2. Patient Flow: Recall,
3. Sales line tightened up,
4. Continuous staff enhancement/training,
5. Continuous hiring,
6. Don't suppress expansion!

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## Expansion – Key Actions

7. Keep “basics” IN.
  - a. Immediately address Suppression/Disagreements, **don't** become reasonable.
  - b. Watch out for “unusual solutions”.
  - c. Stat management, apply conditions, accountability,
  - d. Use your Org Board,
  - e. Meetings – Morning Production, Executive, Staff, etc.
8. Games!

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## Vulnerabilities

Assess any vulnerabilities in your business. Key areas for a dental practice (in this environment), would be:

- a. COVID related restrictions, fears, media narrative affecting the practice and your patients,
- b. Staff related issues,
- c. Finance.

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## COVID Related Issues

1. Review and tighten up intake procedure,
  - a. Teledentistry,
  - b. Possible testing – quick results,
  - c. Use Schedule related issue to press home need for quadrant dentistry,
  - d. Inform patients of actions your taking – especially those most concerned.

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## Staffing

1. Ensure hiring lines open, open, open!
2. Cross train your team,
3. Staff that are out (but not due to their own illness) continue outflowing from home!
4. Have a plan that goes into immediate action, OM needs to stay on top of this.

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## Finance

1. Keep FP tight – everything you buy has to have exchange value.
2. **Don't** cut expenses necessary for expansion.
3. Reserves!
4. Ensure some funds recoverable as cash (discuss with your accountant).

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