

## **25 IMPORTANT QUESTIONS TO ASK YOURSELF IF YOU WANT TO REJUVENATE YOUR PRACTICE**

1. Do you have sufficient funds to invest in the image of your practice?
2. Are you investing money back into your practice or are you keeping it invested in other things?
3. Do you have an excellent office location?
4. Would you describe your facility as “state-of-the-art?”
5. Has your office been remodeled in the past seven years?
6. Have you invested in imaging?
7. Are you using imaging at the initial exam?
8. Do you have an excellent new patient coordinator who is well trained and effective?
9. Are people making positive comments about the image with your office?
10. Are people making positive comments about your staff’s personalities and appearance?
11. Have you developed a happy, enthusiastic team?
12. Are your staff salaries and benefits better than average for your area?
13. Have you kept your treatment mechanics up-to-date?
14. Are you able to get an excellent result in 18-20 visits within 20-24 months?
15. Do people comment on how attractive your patients look?
16. Is your staff empowered or do you feel like you are dragging them along?
17. Do you have a written marketing plan? Written budget?
18. A staff member who has 8-10 hours per week to market?
19. Do you spend three hours per week developing relationships with referring offices?

20. Have you taken control of your schedule so you aren't seeing patients more than 12 days per month to prevent burn out?
21. Do you plan fun thing with patients and staff each year?
22. Do you have written practice goals?
23. Have you budgeted for at least 45% profitability?
24. Are you continuing to work on your leadership skills?
25. Does your office maintain a presence in your local schools?