

I Don't Have Enough Time

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2008 Workshop Schedule

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A common complaint we hear on the orthodontic team is "I don't have enough time". This is a huge frustration for the doctor as well as the staff. The key to getting things done efficiently is having uninterrupted time daily, weekly or monthly.



The following are some examples of how quickly projects can be done if you focus on doing them without stopping. These tasks must be scheduled and coordinated. As you know, if you change an arch wire with no interruptions, it can be done in as little as five minutes. However, when interruptions or problems occur, this simple procedure can become quite lengthy. The same is true in the front office and lab.



Have a staff meeting to discuss these examples. Set target dates to start your projects keeping time efficiency in mind.

Quotes

Success, real success, in any endeavor demands more from an individual than most people are willing to offer – not more than they are capable of offering.
James Boch

Bad habits are like a comfortable bed...easy to get into, but hard to get out of.
Unknown

I have seen what a laugh can do. It can transform almost unbearable tears into something bearable, even hopeful.
Bob Hope

Many people are like a wheelbarrow – they go no further than they are pushed.
Unknown

Most people fail in life because they major in the minor things.
Unknown

If all else fails, try following directions.
Unknown

Time Tables For Behind The Scenes Projects

These items are based on doing the task without interruptions, which greatly increases efficiency:



Calling no shows

1. Ideal times—early morning, later afternoon.
2. It takes approximately 2 minutes to complete making a no-show call if you reach the person. Making calls to the home mid-day are a waste of time. Leaving messages creates more work. Ask the responsible party for a cell phone number at the new patient call.

10 no shows x 2 minutes = 20 minutes

3. House Calls software is the most efficient way to perform this procedure in a minimal amount of time.

Backlog of Recalls

It takes 2 minutes to research a recall record (i.e. look at the history, and determine if the patient is a viable candidate to return to the office). To post a final letter or make a call takes 2 more minutes. That is a total of 4 minutes per recall.

**50 recalls to update x 4 minutes = 200 minutes
or 4 hours maximum**

Calling Pending New Patients

It is best to make pending calls in the evenings. Don't waste time making pending calls to a home number during working hours when a work or cell number is available.

It should take an average of 4 minutes to make a pending call.

**20 pending calls x 4 minutes = 80 minutes
or approximately 1 1/2 hours**

Sending Referring Doctor Consult Letters with Photos

It takes approximately 10 minutes for most offices to prepare a referring doctor consult letter (with photos).

**8 starts per week x 10 minutes
per letter = 80 minutes per week
or 1 1/2 hours**

New Patient Welcome Packages

It should take staff approximately 4 minutes to prepare a new patient welcome package.

**15 new patients per week x 4 minutes
per letter = 60 minutes
or 1 hour per week**

Follow-up on Collections

It should take approximately 5 minutes to make a call or send a collection letter.

400 active accounts (320 are current and need no follow-up)
80 are past due and need follow up
80 accounts to work per month x 5 minutes = 400 minutes or approximately 7 hours per month

Insurance Claims

If you start 30 patients a month and 60% have insurance, there are 18 insurance claims to submit. Based on 5 minutes per claim, it takes 90 minutes per month to submit the initial insurance forms.

Based on these figures, there would be 200 insurance accounts started for the year. Based on quarterly filings, there would be approximately 30 claims to be submitted per month. If these forms are automatically printed on the computer monthly, it should take less than one hour to submit all the claims for the month.

Insurance—Other

With 400 insurance accounts and approximately 20% needing some type of attention quarterly, that means 80 per quarter or 25-30 per month need attention. Based on 10 minutes per account = 300 minutes or 3-4 hours per month.

Confirming insurance benefits takes an average of 10 minutes per call.

4 new patients x 10 minutes = 40 minutes

Pulling Charts

It should take approximately 30 seconds to pull a chart. 80% of charts can usually be found in this time frame while 20% potentially could take 3 minutes to find.

Easily located: 60 charts x 80% = 48 x 30 seconds = 24 minutes
Hard to locate: 60 charts x 20% = 12 x 3 minutes = 36 minutes
Therefore, it could take 1-1 ½ Hours to pull 60 charts

A lot of time is wasted looking for charts. Computerized charting is very efficient and a worthwhile investment.

Posting Payments

It should take 60 seconds on average to post a payment. Auto payment has become popular.

Example – 500 accounts per month x 60 seconds = 500 minutes or 9-10 hours per month

Clinical Supply Inventory

An average annual supply budget should take approximately 4 hours per week to maintain order, shop, stock and record the inventory system for clinical supplies. Here are some example times based on annual budget size:

\$1,500,000 - \$2,000,000 gross collections = 6-8 hours per week

\$1,000,000 gross collections = 4 hours per week

\$500,000 gross collections = 2 hours per week

Stocking and Cleaning a Unit

Daily – 10 minutes to restock and wipe down one unit at the end of the day.

Weekly – 30 minutes to restock, thoroughly clean and maintain unit equipment.

8 units x 30 minutes = 4 hours for one person

Weekly – maintain and clean x-ray developer – 1 hour

Weekly – check and meter UV light – 1 minute per light

Clean and Maintain Cold Sterilization

Weekly – 10 minutes to clean and maintain cold sterilization (some solutions can be changed monthly, ask vendor).

Clean and sterilize a patient tray (assistant time) – 3 minutes.

Clean and bag – 2 minutes
Put away – 1 minute
60 patients a day x 3 minutes = 180 minutes or 3 hours
(5 assistants = 35 minutes each per day)

Clean and maintain Dentronix – daily and weekly.

15-30 minutes
(includes sending spore test weekly)

Study Model

Full Study Model - approximately 15 minutes total.

Mix time	2 minutes
Pour and do base	3 minutes
Trim (Rough)	5 minutes
Box and label	5 minutes

Make Up a Patient Chart

It should take approximately 5 minutes to make up a patient chart.

15 starts per week x 5 minutes = 75 minutes or
1 hour and 15 minutes per week

The following advancements in technology enable us to be much more efficient with our tasks daily:

- Auto payments
- Digital X-ray
- Email communication
- Computerized charting
- Scanning in documents (Fujitsu 4120C is fast!)

- Digital photography
- Electronic filing of insurance
- Computerized questionnaires that simplify doctor and parent letters
- E-statements

If you are challenged with the “I do not have time” syndrome, step one is to analyze the amount of time the task takes to complete. Schedule non-interrupted time to do the task daily, weekly or monthly.

Updating the Parent after the Visit

The average assistant sees 12 patients per day. On average, 4 of the 12 patients come alone. It takes approximately 3 minutes to update a parent.

8 parents x 3 minutes = 24 minutes per day

Morning Huddles

5 minutes 4 times a week = 20 minutes per week.

Referring Office Visits

Top 20 offices x 6 times a year = 120 visits. In-office contract – 30 minutes = 60 hours. 60 hours ÷ 12 months = 5 hours per month plus prep time if delivering a treat.

Prioritizing and Multitasking

Prioritizing and completing tasks in an efficient manner is challenging for any team. There are constant interruptions during the day. The key focus is on taking care of patients and parents who are in front of you or calling into the office. The most efficient teams rotate front line and telephone duties so their tasks can be completed in a timely manner. They use technology to help them streamline tasks. For example, many practices are switching all of the accounts receivable to auto payment. I recently visited an office where the Financial Coordinator spent hours per week posting checks and entering credit card numbers. She happened to be ready to retire. The doctors moved everything to auto payment and she was not replaced. The business staff is now able to process the same accounting in 30 minutes per week with almost no delinquency.

Regarding prioritization, how would you prioritize the following?

Priority # 1 = High #2 = Moderate #3 = Low

- _____ 1. A new patient call
- _____ 2. A patient calling to schedule their start appointment
- _____ 3. The person standing at the desk to reschedule
- _____ 4. Processing an insurance form
- _____ 5. A referring doctor calling in to talk with your doctor
- _____ 6. Going to Costco to pick up supplies
- _____ 7. Cleaning up the brushing area
- _____ 8. Seating the 8 a.m. appointment
- _____ 9. Taking a personal phone call
- _____ 10. Posting a payment
- _____ 11. Chatting with your co-worker

Multitasking

Multitasking is a great art. Can you wear a headset, be kept on hold and clean off two items on your desk at the same time? Can you process the stored letters, walk away and perform another task? Can you wait for the doctor to check out your patient and complete tasks in the clinic or at your unit while waiting on the doctor? There are many ways to multitask and accomplish more each day. Discuss as a team different ways you are able to multitask.

List ways here:

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____

Marketing Calendar

Month	Patients & Parents	Staff	Referring Offices
November	<p>Create an “ABCD” Above and Beyond the Call of Duty” award, for staff that exceeds the requirements of their job. Give them a polo shirt with “ABCD Award” on it.</p>	<p>Have business cards printed up, “Caught you doing something right.” Hand these out with a hand written thanks, good job; keep it up, on the card. The employees can turn in the cards for a dollar each at the end of the month!</p>	<p>Sponsor an 11-2pm luncheon at your office catered by a popular local restaurant. Ask each office to bring food for a Thanksgiving food drive. Take team photos, send a press release and have T-shirts made for the attendees!</p>
December	<p>Put up a Christmas tree in the reception area. Place lots of small toy items under the tree. Ask patients and siblings to take a gift when they come in during the month of December.</p>	<p>Have an old fashion Pollyanna gift exchange among the team for Christmas, and plan a surprise shopping trip where each person gets money to spend with two hours. Have lunch & celebrate!</p>	<p>Sponsor a first run chick flick movie party for the staff & females spouses of the referring offices. Hand out door prizes for ticket winners!</p>
January	<p>Have a “Laugh a Day” challenge for a month. Each team member tries to make patients & co-workers laugh w/cartoons and jokes. Winners receive funny gifts.</p>	<p>Plan a school field trip or scout field trip even for children in your community to come to your office. Set up fun & interesting stations around the office.</p>	<p>Deliver goodies to offices and create a “Super Bowl” Contest.</p>



Where in the World is Charlene White?

Charlene White Announces her 2008 Seminars and Speaking Engagements

Date	Engagement/Seminar	Location
January 24-26, 2008	The Damon Forum	Phoenix,, AZ
April 3-4, 2008	New Patient Coordinator Workshop	Orlando, FL
February 22, 2008	Peak Performance	West Palm Beach, FL
March 5-6, 2008	Mastering Management Workshop	Atlanta, GA
March 7-9, 2008	Practice Works User's Meeting	Atlanta, GA
May 16-20, 2008	AAO Colorado (Charlene will be speaking)	Denver, CO
June 20-21, 2008	Charlene White's' Retreat in Myrtle Beach	Myrtle Beach, SC
August 1-3, 2008	GORP	Ann Arbor, MI
October 16-17, 2008	Mastering Management Workshop	Chicago, IL
October 23-24, 2008	New Patient Coordinator Workshop	Atlanta, GA
November 6-7, 2008	Marketing Your Orthodontic Practice	San Antonio, TX
November 13-14, 2008	New Patient Coordinator Workshop	Las Vegas, NV
December 5, 2008	Peak Performance	New York, NY

Staff Communication Corner

It's what you say, not how you say it.

May Team Contest

❖ <i>“People”</i>	=	<i>Patients</i>
❖ <i>“Uh huh”</i>	=	<i>YES</i>
❖ <i>“Hun uh”</i>	=	<i>NO</i>
❖ <i>“Yeah”</i>	=	<i>YES</i>
❖ <i>Him, He”</i>	=	<i>Dr. Brown</i>
❖ <i>“Them”</i>	=	<i>Name, Position</i>
❖ <i>“Stuff”</i>	=	<i>Name of Item</i>
❖ <i>“Um”</i>	=	<i>SILENCE</i>
❖ <i>“Mm hmm”</i>	=	<i>Yes, I understand</i>
❖ <i>“Here”</i>	=	<i>Patient has arrived</i>
❖ <i>“Ain’t”</i>	=	<i>Is not</i>
❖ <i>“None”</i>	=	<i>Any</i>

For a period of one calendar month as a team made a concerted effort to sharpen your verbal skills. The purpose of the contest is to encourage ALL team members to use words from the ACCEPTABLE list to replace the slang we have become comfortable using. Get out of your comfort zone and PLAY!

Each team member will be given 20 specially marked tokens on the first day of the contest. Throughout the contest period (during patient hours) follow the guidelines presented below for selecting your words. If you are overheard by a team-member using the words from the UNACCEPTABLE word list the first team member to quietly (no words spoken) approach you with their hand out will be given one of your tokens. The only “safe” place is the break room with the door closed. The team member with the most tokens at the end of the contest will win a GREAT prize.

GOOD LUCK!