

**3 proven ways
to run a**

PREDICTABLE & PROFITABLE PRACTICE

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A pervasive misconception among new and established dentists is that there are limited options for their future practices.

Consider this guide your introduction to a better way. You can elevate the standard of ideal care and run a predictable, profitable business. Master the 3 elements covered in this guide and you'll be on your way to achieving the kind of practice that's satisfying for you, your team and your patients. I hope it'll save you time, money and a whole lot of headaches down the road. Enjoy!

#1 BE A MASTER OF ALIGNMENT (OCCLUSION)

Dental occlusion is all about alignment.

Restorative dentistry and orthodontics always change the patient's dental occlusion, whether the dentist is aware of it or not. Even minor changes to the height or shape of the position of a tooth change force patterns on the entire masticatory system. In turn, every change in force patterns impacts motor behavior. This can result in a range of problems for patients, from chronic headaches and neck pain to excessive wear of natural teeth and continued failure of dental work.

Truly holistic dentistry views the mouth and jaws as part of a complete system, and seeks to understand and treat the entire system. Teeth aren't just isolated structures that need to be straightened and repaired, but vital components in a complex neural network. Becoming a master of dental occlusion means you'll be able to elevate your standard of patient care, and offer more predictable results long term.

#2 FOCUS ON THE NEW PATIENT EXAM

Every patient wants peace of mind knowing their teeth will support long term comfort and health. The new patient exam is their first step on this journey with you. When properly executed, it's without a doubt the most effective practice-builder because it helps patients understand what they need.

Your patients deserve more than a perfunctory probing with a sharp object. They're looking for someone who can gently,

patiently listen to their concerns, and guide them step by step to a restored sense of comfort and confidence.

Of course, part of this requires the dentist to have a deep understanding of the whole chewing system. You can't diagnose what you don't know, which is why so many patients struggle with untreated occlusal disease, TMJ, sensitive teeth, or dental work failure. These aren't just problems for patients, but missed opportunities for dentists. Your job as a dentist is to put your patients first, helping them make the right decisions about their dental care.

#3 CONSIDER LEAVING THE INSURANCE MODEL SYSTEM

Dentists who run predictable and profitable practices are pioneers on a quest to continually elevate the standard of patient care and make it the new normal.

The current insurance model system, however, makes this very difficult to achieve. You simply cannot offer optimal care when your practice is tied to insurance contracts and your patients are limited to what their insurance covers.

Exiting the insurance model may seem like a risk, but it comes with concrete financial and psychological benefits. It's how I manage a profitable private practice where I:

- Collect fees that cover my expenses (instead of being told what I can earn by an insurance company)
- Offer meticulous, one-to-one care instead of running from patient to patient
- Raise the standard of patient care and elevate patient satisfaction and retention

**Providing optimal care and
running a profitable business
are not mutually exclusive.**

With the right tools, systems and support you
can absolutely build your ideal practice.

If you're interested in learning more, please visit
the courses available on my website at
www.jayharrislevy.com



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