



# A Redefined Vision and Rapid Growth

Spear Practice Solutions Case Study:

**Sammi Hadad, D.D.S.**

Spear Practice Solutions client since October 2017



Prior to adopting Spear Practice Solutions, Dr. Sammi Hadad's practice was cruising on "autopilot." The practice was largely successful and Dr. Hadad felt confident about the clinical treatment she was providing to patients. However, she felt less than confident addressing the financial side of her work.

After an unproductive experience with a highly-recommended consultant, Dr. Hadad was hesitant to invest in anything similar. She wanted a comprehensive solution that could help her uncover new and more efficient methods of managing various aspects of the practice. She also wanted assurance that the investment of time and money would result in actionable steps that she could implement with her team to achieve lasting results.

Dr. Hadad decided she would give Practice Solutions a try, thinking she would see how the first year went. In the first several months, she had already noted significant results:

 **+24%**  
increase in production

Overall production increased by 24 percent, leading to an additional \$135,000 in revenue in the first five months

 **+130%**  
personal hourly production

Personal hourly production increased by more than 130 percent — from \$341 to \$800 per hour — in less than one year

 **+100%**  
team alignment

Developed a strong sense of team alignment and synergy, enabling staff members to operate more efficiently and take more pride in their work

## About:

Dr. Hadad has practiced dentistry for 23 years, primarily in Brownstown, Michigan, in the same area near Detroit where her father practiced medicine throughout his career. She has owned her practice, Ultimate Dental, since 2006.

Ultimate Dental has 10 staff members, both full- and part-time. Dr. Hadad is focused on general dentistry, though she provides patients with restorative and cosmetic treatment options and completes more surgeries per year than the average general dentist.

Dr. Hadad uses CEREC® at her practice and is a mentor to other dentists on how to use the technology. She earned her Doctor of Dental Surgery from the University of Detroit Mercy Dental School and completed a master's in public health from the University of Utah. She is involved with various philanthropic efforts in her community and supports a range of local charities.

## Challenges:

Dr. Hadad's initial foray into dental consulting led to frustration and uncertainty. The entire experience occurred over the phone and the consultant never followed through on recommendations on how to better manage the financial side of the practice. In the end, Dr. Hadad felt let down and confused as to what to do next, so no changes were ever implemented. She was surprised at the outcome because the consultant came so highly recommended.

By the time she learned about Spear Practice Solutions, Dr. Hadad's challenges were still unresolved. She sought an expert voice to help her understand what she was doing right and where there was room for improvement, specifically with identifying the most efficient system for patient re-care and providing her with a means to fully understand the financial side of her practice.

Dr. Hadad admitted that she had always struggled to grasp financial components like accounts receivable. At conferences

and other events, she would hear her colleagues sharing their personal experiences and was constantly reminded that she needed to address her own financials with better precision. She also wanted a better grasp of the day-to-day operations, like how the front office and other team members contributed to the financial health of the practice.

With re-care, Dr. Hadad simply could not figure out how and to what extent the practice was losing patients. She sought a solution that could provide her with clear options for improvement and support with implementation.

Additionally, she realized that she needed to refine the overall vision for her practice as she considered its potential for the future.

## **Solution:**

The Spear Practice Solutions online analytics platform helped Dr. Hadad visualize her practice's data in a productive way. The team could simply review the graphs and charts on the real-time dashboard together, rather than taking time out of a busy workday to manually create reports.

As they began with the new program, Dr. Hadad and her team found their practice solutions consultant to be insightful and supportive. She helped them define the practice vision and establish benchmarks for monthly production to achieve the desired long-term results.

Dr. Hadad's practice solutions consultant also introduced the concept of using daily morning huddles and weekly team meetings to review data.

By using the new system, Dr. Hadad developed a clear picture of how to manage treatment planning. The system automatically revealed re-care opportunities by highlighting patients that had yet to confirm appointments, which simplified things for front office staff and got everyone unified on how to most effectively engage with patients.

Dr. Hadad traveled with her team to the Spear Campus in Scottsdale, Arizona, to attend the *Practice of Excellence* workshop, which is designed to foster team alignment and crystalize the various elements of the Practice Solutions dashboard. The trip proved to be a useful team-building exercise. Staff members got excited about using the new program as they realized what they were doing right and studied examples of how other practices experienced successes with the new program.

## **Results:**

Dr. Hadad finds herself monitoring her Spear Practice Solutions dashboard at the beginning and end of her workdays, while her team uses it throughout the day. She feels fully aware of the daily details of her practice without spending too much extra time to sort through information.

The practice's summary data gives Dr. Hadad an accurate snapshot of her overall financial health, production numbers and other key performance indicators whenever she needs to review it. Her team has responded well to using the new system, and

they have taken ownership of their own metrics since they better understand how their contributions affect the collective progress of the practice.

Dr. Hadad's early results have been nothing short of phenomenal. She went from 2.4 percent average year-over-year growth to a 24 percent increase in overall production after joining Practice Solutions. Due to the increase in production, revenues were up by more than \$135,000 in her first five months using the program. She added a new operator to help the team increase its hygiene time

after the practice solutions consultant revealed there was room to do more to meet production goals.

As part of onboarding, Dr. Hadad quickly discovered a data-management issue that led Dentrax to mischaracterize some inactive patients as active. Once this was corrected, the front office became more streamlined as staff had accurate data and a clear plan for how

to address patients at various stages of treatment.

Dr. Hadad and her team discuss proposed recommendations and decide how to effectively implement changes in the practice. During weekly meetings, the team will often watch an assigned video and discuss how to implement the suggested changes. Staff members routinely share the positive results they see as they exceed monthly production goals and use their momentum to continue growing.

## **Conclusion:**

Dr. Hadad was pleased with her personnel and how her team operated prior to joining Spear Practice Solutions. But after implementing the program, she feels like the practice's vision and goals are so clearly defined, and the team functions confidently without needing her daily direction. There is a stronger sense of alignment and camaraderie in the practice. Dr. Hadad is moving forward as a more empowered clinician, business owner and boss.

However, the path ahead is not without its challenges. Due to rapid growth, Dr. Hadad is focused on hiring an associate dentist to help keep pace with an influx of patients. Her team is doing more with each individual patient as they follow Practice Solutions recommendations to improve case acceptance.

Dr. Hadad knows she is positioned to expand her practice for the long-term to ensure she can work as comfortably as possible without limiting her growth.

**“With the Spear Practice Solutions platform, you can open it up every day and see exactly where you're at. You don't need to go run a report to see revenue, accounts receivable or how much is out there in treatment plans. It's so useful and it saves time.”**



## **Are you ready to grow your practice?**

Spear Practice Solutions combines expert consulting with tailored educational content for team alignment and a real-time analytics platform to improve practice health.

Take your practice to its full clinical and business potential. To learn more, contact us at [sps@speareducation.com](mailto:sps@speareducation.com) or **866.781.0072** (ext. 3) or visit [speareducation.com/practice-solutions](https://speareducation.com/practice-solutions).