



A Solution for Feeling Stagnant

Spear Practice Solutions Case Study:

Michael Snider, D.M.D.

Spear Practice Solutions client since June 2017



At 34, Dr. Michael Snider felt blessed with a successful practice, but knew he could be managing patient retention more intentionally and growing overall revenue more rapidly. He began looking for a solution that would provide him with tools and resources to achieve his goals. Dr. Snider hired a traditional dental consultant, but he didn't see his investment translate to any sustained financial results, nor was his team operating with any greater efficiency. So, he turned to Spear Practice Solutions, following up on a recommendation from a colleague.



Generated more than \$400,000 more in annual revenue in 2017 over 2016



Increased production by 40% in the first quarter of 2018



Increased average treatment plan revenue by more than 20 percent per patient

About:

Dr. Snider dedicated himself to continuing education and committed his practice to comprehensive, restorative dentistry in a community where many patients prefer not to travel more than an hour away to be seen by a specialist. He is a frequent CAD/CAM lecturer, mentor for CEREC® and member of multiple dental and local civic organizations.

After becoming the first person in his family to graduate from college, Dr. Snider went immediately into dental school. He was diagnosed with a form of bone cancer just one year into his first associateship after earning his D.M.D., leaving him out of work for nearly nine months. But he recovered, worked hard and eventually established his practice, Cambridge Dental Associates in the small city of Greenwood, South Carolina, in 2013.

Challenges:

While Dr. Snider and his team had always looked at patient data, they weren't thoroughly analyzing the data to identify opportunities for growth. He wanted to manage patient retention more precisely and grow revenue more efficiently.

Dr. Snider was frustrated by his first experience with a dental consultant. He felt the consultant was too financially motivated and focused on how to maximize billing, rather than developing steps to improve patient care or to get the dental team to work smarter. His previous consultant plunged into his practice's data and made recommendations for improvement, but something was missing. There wasn't any follow-through or proposed actionable steps to meet benchmarks for growth in key areas like patient retention and revenue generation.

Business was OK for Dr. Snider but there simply wasn't much sense of improvement around the office. A feeling of stagnation still lingered.

Solutions:

When Dr. Snider learned about Spear Practice Solutions, he immediately felt he had discovered a more comprehensive practice-management solution than what he had experienced in the past. Rather than a series of recommendations on paper, the practice solutions consultant explained how Spear's service combined real-time analytics and dedicated support with educational materials proven to help with team alignment.

The practice solutions consultant worked with Dr. Snider to refine his goals. He received a customized plan to address his desire to retain more patients and establish a better system of treating patients to generate more revenue. He and his team went through training on how to use the Spear Practice Solutions platform to track their daily performance and optimize their schedule.

The team came together for the two-day *Practice of Excellence* workshop at the Spear Campus, using their time in Scottsdale, Arizona, to celebrate successes and enjoy each other's company in a retreat-like environment. The 10-person staff already worked well together, so the workshop solidified their approach for the future.

Following the Spear Practice Solutions plan, Dr. Snider and his staff members established weekly team meetings and utilized agendas provided by their practice solutions consultant. Dr. Snider also participated in monthly calls to discuss management strategies. The weekly meetings ensured his team's alignment and focus on collective goals.

Dr. Snider, who was familiar with Spear from his own personal coursework, immediately encouraged his team to use Spear Practice Solutions educational materials. He invested in new iPads for each team member, so they could hold the online analytics dashboard in their hands and have easy access to Spear training videos.

Results:

Dr. Snider's practice solutions consultant effectively listened to what he and his team identified as their specific goals. Videos and other educational materials had the staff engaged from the beginning. A feeling of unity quickly pervaded the office.

The Spear Practice Solutions dashboard helped Dr. Snider and his staff visualize billing, patient care and revenue in a way they never could before. It was clear from the onset that their practice solutions consultant was developing effective recommendations specific for their office, rather than trying to fit the practice into a templated series of steps for success. Dr. Snider felt the relationship was highly collaborative.

The uptick in revenue in the first eight months was significant, but Dr. Snider has been pleased with how his staff responded to implementing Spear Practice Solutions and how those changes have improved team alignment overall. The transition immediately helped Dr. Snider establish a system of getting patients into periodontal re-care, so the number of periodontal patients has continuously risen each month. The recall rate of patients scheduled for future appointments has also gone up each month due to the staff being more efficient with scheduling.

Conclusion:

With more effective systems in place, Dr. Snider said the impact of Spear Practice Solutions on his practice is clear. He and his staff are more motivated about collectively advancing the practice and maintaining effective workflow systems.

The uncertainty Dr. Snider and his team felt before joining Spear Practice Solutions was gone. They felt more empowered to use their own software and more confident in their ability to effectively treatment plan for patients. 🏆



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 or **866.781.0072** (ext. 3) or visit speareducation.com/practice-solutions.