



Dental Success Network

(Practice Name)

Associate Doctor Expectations

Empowering a dedicated team to promote healthy lifestyles in our communities.

We are changing the way people feel about going to the dentist.



(Practice Name) Doctor Expectations

1. Realize you are a doctor and you have all the responsibility, independent of if you welcome it or not, that comes with a position of authority and influence.
2. Serve our patients at the highest level possible. Compassion and empathy should be at the forefront in your communication with patients. Continue to constantly improve your clinical skill set and your ability to treatment plan. Never plateau or become complacent.
3. Be a leader in the office. Fully embrace our Core Values. Realize that the team looks to you as an authority, a leader and a teacher. Serve the team you work with constantly trying to make them better.
4. Own everything! Realize that you alone are 100% responsible for your patient. Everything that goes perfect, everything that fails, and everything in between is 100% your responsibility.
5. Embrace technology in all realms of the business from team and patient education and communication to the ability to provide a superior clinical service.
6. Seek the mentorship and fellowship that comes with a group practice.

Our Core Values

1. **Customer Service:** We will treat people with kindness, dignity, courtesy, sincerity and respect. We will intently listen to our patients and deliver upon what we say we will do. We will happily treat every patient interaction and concern with efficiency, knowledge and fairness. We will be as accommodating as possible. We will not practice customer service like the typical medical/dental office. We will exceed expectations, doing everything we can to help our patients. We all realize we are in business to serve our patients.
2. **Professional Excellence:** We will strive for continual professional and personal improvement. We will give our best every day. We will never stop learning, never stop trying to improve on every level. We will make strides to constantly improve ourselves and our ability to serve our patients. We will not settle for complacency. We will try and be better than we were yesterday. We will try and make people around us better.
3. **Organized & Efficient:** We will perform our responsibilities on time and correctly. We will multi-task when needed. We will ask for training and further education if we feel we cannot continually be organized and efficient in our role. We will not forget parts of our job and suggest we don't have enough time to accomplish our job duties.
4. **Compassion:** We will be truly concerned about the well-being of our coworkers and our patients, always showing them respect. We will listen intently when someone confides in us. We will be sensitive and concerned for others feelings. We will show empathy with patients if they have struggles like high anxiety, lack of money and/or lack of perceived needs for treatment. We will always listen first. We will constantly try to put ourselves in the other person's shoes, trying to see the situation from their perspective.
5. **Humility:** We will readily admit when we are wrong. We will own our mistakes and shortcomings. We will laugh at ourselves, realizing that no one is perfect. We will strive to be modest with each other, not being boastful or brag.
6. **When in Doubt, Do the Right Thing:** When we make a mistake we will make it right, no matter what the consequence. We will always do what's in the best interest of the patient. We will always do what's in the best interest of our team as a whole vs one individual.



7. **Team Player:** We will always strive to be positive, dependable, helpful and making ourselves available to others. We will look past our personal position for the betterment of the team. We will seek out others to help when able. We will readily accept offered help when it will benefit the office as a whole. We will strive to be the type of person the rest of our team wants to be around. We will be as reliable and dependable as possible with missing time from work. We will be someone that can routinely be counted on to do not only our job but to help accomplish the jobs of others.



In order to meet the expectations listed above we ask our associate doctors to live and breathe the following:

Leadership

- Lead by example
- Trust is a gift which is earned
- Passion to serve others better
- Seek out guidance for professional development via continuing education to pursue at least once a year, but preferably quarterly
- Meet with team lead at least once a quarter to evaluate progress

Clinical Care

- Provide the best clinical care you can, refer to the (Practice Name) Calibration Manual for guidance
- Do it right the first time. If not, admit your shortcomings and fix it. (i.e. if open contact, take the time to fix it.)

Treatment Planning

- Realize that treatment planning is more art than science. Treatment planning is not just making a list. We must always take the time to learn the patient's expectations, priorities, needs, wants and budget before formalizing a treatment plan.
- Create and support a collaborative treatment plan philosophy that is consistent with the company mission and values.
- Treatment plan based on your current level of knowledge, expertise and experience realizing that your plans will evolve as your education and experiences evolves. Create mentoring and collaborative opportunities with other doctors in (Practice Name).
- If ideal treatment plans are outside of your current comfort zone, consider referral to more experienced providers within the group. Patients would much rather be referred internally between (Practice Name) dentists for ideal treatment than have compromised treatment performed. This collaborative treatment is also a great opportunity for the less experienced providers to learn new clinical skills if desired. Our organizational goal is to teach all providers any clinical skills they wish to learn, assuming we are positioned to teach these skills. (Implants, orthodontics, 3rd molar surgery, complex rehabilitative care...)
- Create and execute treatment plans that you would recommend for your own family.
- Provide the best treatment plan possible irrespective of patient's appearance, demographic, gender, financial status, etc. DO NOT DISCRIMINATE or COMPROMISE.
- Never contradict or change a treatment plan of another (Practice Name) doctor with a patient. If you do not agree with the treatment plan, respect and support the opinion of that doctor and refer the treatment to that doctor. If that doctor is no longer with (Practice Name), refer that patient to the team/office lead for evaluation.
- Never feel that you need to present a formal treatment plan the first time you meet a patient. If you are unsure, if the case is complex or if you simply want the opinion of others in the group, explain to the patient that you need time to develop the best plan possible for them. Explain to them you would like time to study their case, to learn it inside and out and develop a plan and options for them. Set up a secondary consultation for the patient.



Patient Communication

- Realize that patient's reactions and attitudes are largely driven by fear. Go out of your way to ease their fears. Be compassionate.
- Assume that any patient in your chair is a VIP and treat them as such.
- Make each patient feel special, as if they were the only patient in your schedule.
- Follow up and be proactive! Make phone calls to check on patients after treatment, write handwritten letters to patients with outstanding treatment.
- Always be personable; talk directly to patients and make eye contact.
- Protect the patient's confidentiality, autonomy and privacy.
- Show empathy and compassion for the patient. Truly listen to their concerns and wants, make no assumptions.

Character/Core Values

- Continue and desire to improve every day.
- Believe that to serve others is to serve one's self.
- Show humility. Readily admit your mistakes and shortcomings.
- Practice in alignment with the current philosophies and Core Values of (Practice Name).
- Take responsibility and use your best judgment. If unsure...ask.
- Own your schedule. You bear responsibility to fill your schedule - be proactive: effective hygiene exams, building relationships, make follow up phone calls, write letters, etc.
- Accountability to one's personal performance. "Look inward rather than outward" to improving one's current outcome. Have 100% ownership of everything.
- Commitment to growth & improvement in both personal and professional goals. Consistent effort to getting better every day.
- Do not make disparaging remarks of dental work done in other offices. There is no benefit whatsoever to doing so.

Team

- Seek mentoring and fellowship from other doctors in our group.
- Doctors must have flexibility to work and train new team members of all skill levels, realizing that as we grow the opportunities to engage with many new team members is expected and very likely.
- Participate in weekly doctor meetings, expect to have some "homework" from meetings.
- Participate in scheduled treatment planning/calibration sessions with peers in the group.
- Participation in quarterly meetings is mandatory.
- Treat team members with respect and compassion.
- Praise publicly and be critical privately.
- Never speak ill of or degrade our organization or any doctor/team member within our organization.
- Praise your team of assistants, hygienists and front desk members to patients. **YOU DON'T WORK ALONE!**
- Always treat your co-workers with respect. Realize that all office staff work equally hard to do right by our patients and each other.



- Turn your cell phone off and get off social media or other distractions from your personal life during your scheduled working hours. If you have time and are all caught up on your daily tasks; GO HELP SOMEONE, GO TEACH SOMEONE, GO PRAISE SOMEONE.
- Each doctor is expected to volunteer for 2 Saturdays per calendar year to provide dental care benefits for the team and their families.
- Engaging in improper relationships with staff or patients in the practice inside or outside of the company operations is strictly prohibited.
- Sexual harassment or creating a hostile work environment WILL NOT be tolerated and will result in immediate termination.
- Report any issues to your team lead & office manager with suggested solutions in a timely manner.



Doctor EOD Checklist

Please check box when completed.

Date: _____

Name: _____

Office Location: _____

- ☐ Did you approve all pending prescriptions?
- ☐ Are your production walkout numbers correct?
- ☐ Are all lab cases filled out, signed and on the lab counter?
- ☐ Have all your relevant daily task managers been completed?
- ☐ What team member did you praise today?

Name: _____

What Core Value did you tie it to? _____

- ☐ Have you written one handwritten letter this week?

☐ DID YOU WIN THE DAY?

Meet your production goal? YES or NO

Run on time? YES or NO

If no, what can we do to change that?

Signature: _____



Associate Doctor Accountability Agreement

I _____, understand that my responsibilities as an Associate Doctor include, but are not limited to the expectations listed in this document.

As an Associate Doctor I understand that I will be expected to maintain the standards and protocols defined in the documents listed above. I understand that I am a provider for this practice and will always hold myself to the highest level of standard.

Additionally I am aware of (Practice Name)'s Core Values as listed below and will strive to conduct myself in a manner consistent with these values:

(Practice Name)'s Core Values

Customer Service
Professional Excellence
Organized & Efficient
Compassion
Humility
When in Doubt, Do the Right Thing
Team Player

Team Member Signature: _____

Date: _____

Office Manager Signature: _____

Date: _____