



Practice Development

Binder

Staff Education

Mission Statement

Aava Dental is committed to delivering the highest quality care for patients from all walks of life. When you visit one of our offices we will develop an individualized dental treatment plan that will provide exceptional dental care at an affordable price. Our aim is to enhance the oral health of every patient we see one smile at a time; with the ultimate mission of positively impacting our communities through our dental skills and charitable contributions.

Aava Ready Booklet

Aava Ready Booklet is a Booklet to prepare the staff with basic information after making the transition to Aava Dental with basic pointers such as:

(Booklet is part of Aava Dental Starter Kit/ Must be)

- The Five P's
- Answering the Phone
- Scheduling a Patient
- Tips on Scheduling New Patients Next Appointment
- New Patient's Information
- Verifying Information Additional Insurance Tips
- Oral Conscious Sedation
- Phone Forwarding
- Setting Voicemail
- Reminder Calls
- Cancellation Policy
- Patient Files
- Follow Up Phone Calls
- Financing
- Referrals
- Union
- Current Promotions
- Frequently Asked Questions
- Checking in the Patient
- Office Flow
- Cal-OSHA
- Needle Stick
- Preventative Maintenance
- Safety Meeting Log
- Checklists
- Meal Break Waiver Form

Morning Huddle

Form is in section Front Office Management. A morning huddle is great way to review topics such as today's schedules, yesterday's schedule (rights & wrongs), financial information etc.. Office Managers are in charge of this Morning Huddle.

Case Presentation:

On Completion of a thorough clinical examination, an appointment will be scheduled to present the treatment plan to the patient unless there is time available on that same day of initial appointment. Typically, a 30 min to a 45 min meeting without interruptions is scheduled for the patient to ensure that patient understands all diagnosis and service render needed thoroughly. Dentist or Office Manager should conduct the case presentation in a private office. The Dentist or Office Manager should have readied the patient chart, radiographs, diagnostic casts, and treatment plans. Other visual aids would be great to use.

After the presentation has been made. The Dentist or Office Manager will present the fee estimate for each treatment option. The patient should always be encouraged to ask questions and discuss the advantages and disadvantages of each plan. When the patient makes a decision and accepts a treatment plan, he or she is giving informed consent for treatment. At this time the Office Manager will explain the payment plans and make the necessary financial arrangements with the patient. When all these arrangement have been completed, the patient is scheduled for treatment.

1. Follow up intervals

1. **48 Hours:** Thank the patient for coming, and see if there are any questions that they may have.
 - a. “Hi, this is Mary from Aava Dental in Irvine, I am just calling to see how you are doing and to thank you for visiting us a couple of days ago. Do you have any questions that I can answer for you?” ... “With your permission I am going to call you in about a week or so to check in with you”
 - i. Sometimes patients are either too embarrassed or intimidated to ask questions that might help them make a decision to complete their treatment.
2. **1 Week Follow up:** The patient has now had plenty of time to think about the Treatment.
 - a. “Hi Mike, this is Mary from Aava Dental. I am calling as promised to check in with you to see if any questions have come up regarding your treatment. If the patient says that they do not have any questions GO FOR THE CLOSE.
 - b. “Ok I am glad that you understand your treatment, Lets go ahead and schedule that for you. What day works best for you to come in and get started?” Always give them only two choices at a time. (morning or afternoon, 2:15, or 3:45) Giving the patient two options only makes it easier for the patient to make a decision.
 - c. If the patient does not agree to book for the appointment move the Treatment Plan to “**2 Weeks**” in the future.
3. **3 Week Follow up:** If the patient does not book after the 1 week follow up.
 - a. **This time it will be ok to push and probe a little bit.** This does not mean that you can be rude or short with the patient, after all they are still our patient, and you will see them over and over again if we have done a good job at educating them about the importance of Hygiene.
 - b. “Hi Mike, it’s Mary from Aava dental Irvine again. I am calling to get you on the schedule for that crown that you need. Dr. Smith asked me to call you today, because he was worried that the tooth needs to get handled as soon as possible. When can you come in Wednesday or Friday?”
 - i. If the patient says no: “Mike, I want to help you in any way that I can. Would you mind telling me what is stopping you from doing this crown? I know that it is bothering you, and I know that you want to get it done, how can I help you come in?”
 - ii. Listen to the patient’s origination, and handle it. For Example: “I am really worried about the needles, and I get very nervous about the noise of the drills” Ok now at least you know what is holding this particular person back. The point is that you have to ask and probe so that you can handle the real reason that the patient is not coming back to start his treatment.

- c. If the Patient does not wish to commit to the treatment, let make sure that they are committed to coming in for the hygiene recall appointment that they made before they left the office.
- d. Send the Client a 3 week Follow up letter.

Practice Tracker:

We believe every dentist deserves balance and productivity to secure their financial future. We are committed to researching and implementing the most successful and progressive strategies to achieve the highest level of success. We are dedicated to making a difference in the lives of our dentists, dental practice management coaching.

Numbers tell the best stories. Without proper tracking of key elements in your practice you will not be able to recognize real growth and areas you should focus on with your team.

We have added the directions in your Dental Practice Development Manual Binder under Section Front Office Management. With a copy of the Tracker is self so you know what it looks like. We will email both of these forms to your Dental Office if facility has EagleSoft after signing on to Aava Dental within the *first month*.

Reports:

The purpose of Running a Report is to have centralized location to manage your cases; additionally it will house the reports that are to be run to ensure that patients do no go without care, or proper follow up.

Office Managers Please Schedule a weekly meeting with the Doctor to review the appropriate case management reports.

A Case Management file will be emailed to you depending if Dental Office has Eaglesoft or Dentrix. Assistant Regional Manager has these reports please request by email to regmanager@aavadental.com if you have any of these two software.

Credentialing Partnered Doctors

All Partnered Doctors must be credentialed at Dr. Ghorbanian's Dental Locations.

How to Credential Dentist:

- 1) *First Week* after Signing on with Aava Dental we will send via email to Dental Office Manager form “**DDS Credentialing Profile**”
- 2) Aava Dental Office Coordinator will send form.
- 3) Office Manager at Dental Office Must fill out and resend form as soon as possible to pr-office@aavadental.com
- 4) When Office Coordinator receives “**DDS Credentialing Profile**” & “**Aava Dental Office Contact**” forms it will be submitted to Regional Manager to begin Credentialing.

Note: These two forms can be found in Dental Practice Development Manual Binder First Section: Dentist.

Assessment of Office A-Z List

Regional Manager will be going to the Dental Office on the first month after signing on with Aava Dental to assess Dental Office.

- **Office Evaluation Form** (will be used)

Categories:

- Outside Office
- Lobby
- Staff
- OSHA
- Waste Disposal
- First Aid
- Operatory
- Front Office Test
- Posters-Break Room
- Hand Paraffin Station
- Cert. of Quality
- Doctor Info
- Chart
- Accounting (10/Yrs.)
- Human Resources
- Miscellaneous

Upon Visit Regional Manager will leave Form “Dental Quality Survey” this form will allow Dental Office to see feedback from Patients and move forward from that feedback.

5 Step Growth

At the Time of Reviewing 5-Step Growth – Discussion with Owner & Office Manager to “INDICATE” Top 5 Priorities from list of 12 Items and Offer Effective Plan of Action to Reach Goals. This is Also an Effective time to use a Laptop or Projector to Review Digital Photos taken at Initial A-Z Assessment Evaluation.

Implementation :

Two Weeks after Initial A-Z Assessment Evaluation of Practice & Premises

Contact Person :

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5-Step Growth – For New Practice or to Re-Visit Items of an Established Practice

— **Accessibility & Availability**

- a) Patient Hours – “Supply & Demand”
- b) Wheelchair Access
- c) After Hours Emergency Plan
- d) Protocol for Responding to Patient Phone Calls to Dr

— **Appearance / “Showroom”**

- a) Reception Appearance – “Coziness”
- b) Periodic Upkeep – Flooring / Painting / etc.
- c) Absence of “Clutter”

— **Communication**

- a) Protocols & Policies “in Writing or E-mail”
- b) Periodic Staff Meetings
- c) Periodic Office Manager Meeting
- d) Periodic Provider (Associate DDS or RDH) Meetings
- e) Periodic Marketing Committee Meetings
- f) Follow-up with Patients

— **Community Outreach**

- a) Community Involvement Opportunities
- b) Health Fairs – Schools – Universities

— **Compliance / Permits**

- a) Business Permits / City Hall
- b) Fire Extinguisher / Fire Dept. & Extinguisher Service
- c) HIPAA & OSHA Training
- d) X-ray Equipment Permits – Periodic Svc & Calibrating

— **Goals**

- a) Determine Your Reputation Goals
- b) Projections : Realistic Production Growth
- c) “Chartless” Practice – Discuss Your Resolve as a Team
- d) “Banquet” of Services – “Specialties” on the Menu ?
- e) “Banquet” of Financial Options – “Auto-Debits” on the Menu ?

— **Marketing**

- a) Design Your Market Demographics
- b) Establish Your Main Marketing Targets
- c) Develop a 12-Point Marketing Plan
- d) Strategize a Marketing Budget

Mission Statement

- a) Establishing “Uniqueness”
- b) Captivate Your Audience – “Sound Out the Call”

Practice Analysis / Practice Maintenance

- a) Review of Accounts Receivables
- b) Review of Insurance Pending Reports
- c) Daily Production / Collection Reports
- d) Review of Marketing Referral Type Reports
- e) Review of Patient Re-Care System

Planning & Organization

- a) Realistic Projections
- b) Budget Development
- c) Staff Recruiting, Growth, & Training
- d) Patient Flow Systems
- e) Policies & Protocols

Practice Development

- a) Check Off Lists
- b) Electrical Outlets
- c) Telephone Wiring
- d) Computer Networking
- e) Operatory Delivery Systems
- f) Cabinetry
- g) Dental Management Software
- h) Digital X-ray Systems
- i) Furniture
- j) Small Office Equipment

Staff Recruiting & Training

- a) Determine Budget & Need for Recruiting
- b) Develop Orientation Packet for New Hires
- c) Develop Job Descriptions

Staff Work Shop

Recommended Attendees from the Dental Practice :
Doctor (Owner) – Dental Office Manager – Lead Dental Assistant

Purpose :

- 1) Review A-Z Assessment of Practice & Premises
- 2) Review Assessments of Digital Photos
Recommend Use of LapTop or Projector
Effectiveness : How Surprised Staff Are when they see “A Still Life Photo of Practice”
- 3) Review List of Vendors – Explaining Advantages of Utilizing Resources
- 4) Explain “Realistic Expectations” of Resources Available and Practice’s Individual Responsibility of Implementation
- 5) Complete Workshop with a Plan of Action Utilizing 5-Step Program to Focus on Priorities

Implementation :

2-Weeks after Initial A-Z Assessment Evaluation of Practice & Premises

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Internal Marketing

Marketing Binder:

This binder contains detailed forms that can guide you thru any questions that you might have or any forms that you might need. This Marketing Binder Must be Provided to an on-coming Dental Facility By Aava Dental PR the **first week** of signing on with Aava Dental.

Practice Development

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Human Resources

Recruitment & Interviews (Centralized at PR)

1. Background Check

Conduct a background check on every potential employee / doctor. You will be surprised of the findings on a person's background check as 80% of all reasons are not 100% accurate! (link: www.arsbackgrounds.com)

Ex. 1: Employee claimed a B.A. degree – background check did not verify!

Ex. 2: Strong D.A. resume – background check showed 7 counts of misdemeanors on her record that involved with theft!

Ex. 3: Check for doctor's credentials!

2. Interview Questionnaire

IF employee decides to work during lunch period, he/she MUST SIGN a waiver and it is by Law required to receive a 30 minute unpaid meal break for every 5 hours of work.

3. Employee Evaluation

Every employee should be given an evaluation period – It benefits both you and employee to try things out first (evaluation of 30, 60, or 90 days)

4. Employment Handbook

Very Important for each employee to read and sign – It talks about every aspect in a working environment

5. Lunch Waiver

IF employee decides to work during lunch period, he/she MUST SIGN a waiver and it is by Law required to receive a 30 minute unpaid meal break for every 5 hours of work.

Record Keeping & Updating

License Expiration Reminder

Extremely important to display and mark a calendar both in front and back of office reminding of License Expirations.

Payroll, Benefits, Time keeping

HRanswers.com



Employee Performance / Improvement Plans

Progressive Discipline:

- Benefits both employee and the employer
- Let them know how well or poor they are performing

Preferred Vendors

LIST OF VENDERS for AAVA DENTAL GROUP

“A Benefit of Being a Part of the Aava Family: Vender Contracts for Great Rates”

Avin Dental Supply

Dental Wholesale Supplies – 1-800-GO-4-AVIN (800) 464 – 2846 – www.avidental.com

Smart Levels Media

Print & Graphic Arts Service – 1-949-540-0500 - www.smartlevels.com

Kristal Graphics

Marketing Materials – Banners – Signs – etc.- 1-818-342-7822 – www.KristalGraphics.net

Armasoft

IT Services - 1-201-566-2398 – Massoud Tehrani – massi.tehrani@armasoft.info

Surveillance Security Camera Services

Property / Premises Surveillance – Arash Ahmadi 1-818-621-1744

Sigma Digital X-ray Systems

Digital X-ray Software - 1-800-331-6077 - www.sigmadigitalxray.com

Oral-B

Patient Homecare Products – Toothbrushes – Floss – etc. - 1-800-446-7252 - www.oralb.com

Merchant Services

Credit Card Solutions - 1-800-757-5959 – www.merchantservices.com

Brasseler Incorporated

Diamond Burs – 1-800-841-4522 - www.brasselerusa.com

Patterson Dental

Eaglesoft Dental Management Software – 1-310-426-3100 - www.pattersondental.com

Dentsply

Dental Supplies & Minor Equipment - 1-800-877-0020 - www.dentsply.com

Ultradent

Dental Supplies – Carlos 1-801-580-9523 (office) 1-801-553-4356 (cellular) - www.ultradent.com

Blow Out Medical

Parafin Wax Machines – - www.blowoutmedical.com