



BETTER PRACTICE.
BETTER LIFE.

ACTdental

COACHING GUIDE CREATING YOUR VISION & MISSION

CREATING YOUR VISION

 Your vision paints the picture of common understanding which directs the day-to-day actions of everyone in your practice. 



**STEPHEN
COVEY**

American Educator

Stephen Covey, author of *Seven Habits of Highly Effective People*, states that successful people “begin with the end in mind.” This quote is the essence of vision. *Your vision becomes a compass for you and your team.* Your vision paints the picture of common understanding which directs the day-to-day actions of everyone in your practice. Developing a vision is the starting point for building a successful practice.

1 WHAT IS MY VISION FOR MY PATIENTS?

- A. What is my goal for every patient who sits in my chair? What are the overriding objectives my decisions will be based upon?
- B. What is my picture of oral health with regard to tissues, tooth structure, system stability, and occlusal-muscle harmony?
- C. How do I want my patient to feel about their experiences in my practice?

2 WHAT IS MY VISION FOR MY PRACTICE?

- A. What procedures do I want to do?
- B. What do I want my patients to say about my practice?
- C. What do I want my specialists to say about my practice?
- D. What do I want my team to say about my practice?
- E. What do I want my laboratory to say about my practice?
- F. What do I want my suppliers to say about my practice?
- G. How does it feel to work in this practice?

3 WHAT IS MY VISION FOR MY TEAM?

- A. What are each team member's career goals? How can I help them to achieve their goals?
- B. What are each team member's personal goals? How can I help them to achieve these goals?
- C. What are each team member's goals for family/work balance?
- D. What are each team member's financial goals?

4 WHAT IS MY VISION FOR ME?

- A. What are my personal budget requirements?
- B. How do I spend my time? What is my goal for family time, personal time, work time, and renewal time?
- C. For what do I want to be known and remembered? By my spouse, my children, my friends, my associates?
- D. What are my retirement goals with regards to target age of retirement as well as financial considerations?

Example Vision #1

ACME Dental exists to serve. We offer hope for a lifetime of health by providing excellence in clinical care and personal service in an environment that is safe, and comfortable; that honors people and promotes growth.

ACME Dental is a team of professionals dedicated to serving others by exercising the natural gifts that they have been given. Each team member is able to function in a role that allows them to deploy their strengths. These strengths are recognized, celebrated, and developed in order to maximize the impact that each individual will have with their lives. The process of personal growth for every team member is a life-long journey, and our team is mutually supportive of this process of growth for each other.

We strive for excellence in everything that we do, which means doing the best that we can with what we know and what we have to work with. We understand that perfection

is unattainable, but that by pursuing excellence, we will continually improve and raise the bar in every aspect of our practice.

The pursuit of excellence will create a practice environment that our community will recognize as unique and superior in our profession. Our guests will feel safe in our care, and confident in our services. Because we honor them as people, they will trust that we are always acting in THEIR best interests, while providing the finest health care available to them.

It is the goal of our team to create a practice of distinction. A practice that each of us can walk away from every day and feel that we have been an integral part of something very special. We are committed to extend our service beyond the walls of our practice, both within the profession of dentistry and in our community and world; so that our experience at ACME Dental releases us to truly make a difference with our one and only life.

Example Vision #2

The practice that I envision is one that is built on a foundation of genuine caring. I envision working with a team of genuine people who strive daily to put forth our very best efforts for our patients. We make every effort to consistently deliver more than would reasonably be expected. We also recognize the importance of maintaining a balance in our personal and professional lives. To accomplish this we must visualize the most ideal way of organizing and running every aspect of our practice to fit our own needs and especially the needs of our patients.

1 PATIENTS:

I envision that our patients have a smile on their faces every time they enter and leave our practice. I envision a practice in which patients know that their best interests are our primary goal (without us having to directly tell them that). I want them to know this from the way we carefully listen, explain, and provide care for them. I want our patients to enjoy their time with us and even have fun while they are here. I also envision our patients having respect for our professionalism and appreciation for the quality of care that we strive to provide for them. Each visit is designed to continue guiding the patient toward an understanding of optimal oral health (comfort, function, health, and esthetics). As this understanding is attained, our mission is to non-judgmentally help our patients obtain whatever level of health they are willing and able to achieve.

2 TEAM:

I envision a team of superstars. This is a team of wonderful people with strong values, caring hearts, and likeable personalities. They come to work for more than a paycheck. They find their work personally fulfilling and rewarding. Each team member brings his/her own skills and strengths to the practice to complement the talents of the others (leadership, organization, caregiving, humor, professionalism, relationship skills, clinical skills, administrative skills, etc.). This team has great chemistry. We are always thinking first about how we can help our patients and our teammates. Personal agendas and motives are set aside while at the office; it's all about the team and the patients. While we all have our primary duties, we never hesitate to help others with their duties. All team members are cross-trained

to help in any area of the practice. We all make an effort to be punctual and efficient. I envision team members who take a genuine interest in what they do and continually strive to learn more about it. They are not satisfied with simply going through the motions; they want to continually grow and learn. They want to do this not only for themselves but also for their team and their patients.

3 ENVIRONMENT AND FLOW:

I envision an environment that is inviting, uplifting, and serves as a place that patients and team members genuinely enjoy being a part of. There is always a sense of warmth and cheerfulness in the office. The facility is comfortable, attractive, modern, and immaculately maintained. The décor is tasteful and up-to-date. There is a sense of professionalism and purpose, but never a sense of hurriedness when patients are in the office. Appointments are scheduled so that each patient receives the appropriate amount of time necessary for their particular treatment. The doctor's and hygienist's schedules are kept full and not double-booked (unless a true emergency warrants it). Proper scheduling and the efficiency of our team allows for us to leave the office by 5:15 PM each day.

4 CLINICAL:

Quality, comfort, and mutual understanding are essential goals that the Clinical Team emphasizes in every clinical appointment. We deliver care in a professional, caring, and organized manner. We understand that thorough and correct diagnosis is an essential foundation for high quality preventive and restorative dentistry.

We use visual communication (intra-oral camera, photos, x-rays) to engage the patient in a co-diagnosis of their oral health status. I envision my team and myself continually challenging ourselves to develop our skills and knowledge through continuing education courses, self-education, and self-motivation. And like ourselves, I envision our patients being continually educated as we guide them along the path toward optimal oral health. I envision a hygiene program that keeps our patients motivated to take care of and appreciate their oral health. Restorative procedures are performed as carefully and efficiently as possible, with the Assistants always anticipating the Doctor's next step. I see our team delivering the highest level of comprehensive dental care that we are capable of providing (and continuously raising the bar). Anything less than an excellent result will be unacceptable. Whenever possible and appropriate, restorative dentistry is delivered in quadrants (or sextants) to minimize patient visits and maximize production on each visit. The clinical and lab areas are kept meticulously clean at all times.

5

ADMINISTRATIVE:

I envision our Administrative Team serving as an inviting and positive “first impression” for new patients, and a friendly and appreciative “last impression” as existing patients leave after each appointment. They strive to create a full but manageable production schedule each day that enables the practice to run smoothly and meet financial goals. They also make firm financial arrangements with patients to ensure a consistent collections ratio of at least 98%. They also help our patients manage their dental benefits without allowing the patient to forget that they have ownership of their own dental plan. (i.e. It's their insurance; not ours. We're just providing a service to help them with it.) The Administrative Team keeps the Clinical Team informed of any pertinent information they have gathered regarding each patient's appointment so that we can provide the best care possible for each individual patient.

VISION VS. MISSION

What's the Difference?

Leaders talk about where they are headed. That's your **Vision**. Leaders also talk about how they are going to get there, what they stand for, and how they are going to deliver their service. That's your **Mission**.

🔍 Vision

Is an internal document used to motivate and keep the doctor and team on track. It is the standard by which all activities and decisions within the practice should be measured against. Ask yourself - is this activity or decision going to bring us closer to what we say we want or further away? If the answer is closer, then the activity or decision should be carried out; if the answer is further away, then the discussion becomes moot. A clear vision not only increases productivity, it increases energy.

Vision is your answer to what are you trying to create and why it is important to you. It is written in the present tense as if already happening to create a “future pull” mentality.

🔍 Mission

Is an external document that declares to the public what you stand for and how you are going to deliver your service. It is not uncommon to walk into almost any business and see a mission statement posted on the wall. This does not mean developing a mission statement should be taken lightly. Your patients will measure your standard of care by your declaration within your mission statement.

Mission is your answer to how are you going to make this happen.

TIP: When crafting your mission statement, keep in mind that 'short, simple and memorable' are the best statements. The easier it is for team members to remember and recite, the easier it becomes to implement.

Example Vision #1

Mission Statement

Our mission is to help people achieve a higher level of health and well-being by enhancing their appearance, comfort, and ability to sustain oral health. We desire to provide dental care that is the highest quality each patient can accept consistent with their individual needs, wants, and value for health.

We are dedicated to preventive health care, controlling the causes of disease, and an active planning for wellness. Thus, we serve best when we facilitate the learning process, and motivate people to help themselves.

We believe effective communication, trust, integrity, and relationship building are essential to help people. Therefore, we strive to build an environment that promotes freedom of choice and mutual caring, so that all people can be treated with dignity and respect.

Refined to = We strive to help people achieve higher levels of health and well-being through individual, high quality dental care provided in a dignified and mutually caring environment.

Example Vision #2

Mission Statement (ACT Dental)

Our Mission is to provide the highest level of personalized mentoring while building lifelong relationships with those who wish to take themselves and their business to the next level. We believe and insist that the quality of our work be conducted

with the highest level of integrity and confidence. It is our goal to achieve optimal performance in business and life through interdependent relationships in which our clients enhance and live up to their potential.

Better Practice, Better Life.

What is My Vision for My Patients?

A

B

C

What is My Vision for My Practice?

A

B

C

D

E

F

G

What is My Vision for My Team?

A

B

C

D

What is My Vision for Me?

A

B

C

D