

The 7 Parameters (P's) for The Exceptional, Transformational Fee for Service Practice of the 21st Century

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Webster's New World Dictionary defines *exceptional* as “a thing different from others of the same class; occurring as an exception, not ordinary or average; especially, much above average in quality and ability (exceptional talents).” *In today's increasingly competitive marketplace, the best way to compete is to be so valuably different in the mind of your consumer/customer/patient, you don't go toe to toe with anybody. You and your practice are truly unique and transformational in your marketplace. We believe there are seven parameters through which this transformational uniqueness is expressed as described below.*

The 7 P's – Parameters for Success

1. *Philosophy, Vision and Mission* ~ “our magnetic North”

How clear are the doctor and team on all three of these key elements? Has your philosophy specified your core values, a clear vision and mission? Are these in writing? Does the team have ownership? Do we employ them in day-to-day operation and decisions?

2. *Your People* – “Like draws like”

Do you carefully select and train your people? Do you have the right people in the right place? Are you clear with your expectations? Do you hold people accountable? Does your team work well together? Are they reaching their highest potential?

3. *Your Processes (Systems)* – “Our processes/systems run our practices and our people run our systems.” Are your key processes clear and in writing? Are your processes effective – do they produce the desired result? This includes treatment delivery, plus how we use technology in our practice to facilitate our processes.

4. *Your Product/Service* – Technical Excellence – the science and art of dentistry. Does every aspect of our service and product represent excellence beginning with diagnosis, collaborative treatment planning, consultation, treatment delivery and continuing care? Do you document both your diagnosis and your care?
5. *Your Physical Plant* – the space, building you occupy and the ambience it projects. It's functional support of your philosophy, people and processes. Are all these physical elements supportive and do they convey what you are about while making work easier?
6. *Profitability* – Are owner and stakeholders' compensation and appropriate reserves good to excellent? "One can does not give from empty pockets." Are the doctor/owner/CEO and team well compensated? And do we have in place the key monitoring indicators or metrics - to know how we're doing, allow regular course correction and do these encourage all to contribute to increased profitability of the practice?
7. *Planning* - nonlinear vision (a waking dream) merged with linear logic – done best as in Applied Strategic Planning (ASP.) "Most people spend more time planning their vacation then they do plan their life and life's work!" How are we regarding planning, monitoring and follow through? Are team meetings well-structured and do they produce the desired results?

How are you doing in each of these areas? Which two are strongest (S); which two weakest (W)? Which two do you most wish to improve (I) over the next six to twelve months? How would you improve them?

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