



The Dentist's Unfair Advantage: The 39 Key Tenets for Practice Success (Volume 2)

Dr. James R. McAnally

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39 ESSENTIALS THE 5% KNOW, THAT YOU DON'T. Never present a fee incorrectly again. Learn how to win out over insurance discounting. Ready to know the secrets that allow 5% of dental practices to serve and help more patients needing the very best that dentistry and new dental technology can offer both inside and outside government and insurance reimbursement systems? Would you like tools that effectively eliminate much of what is unfair in your everyday life as a small professional service business owner in a changed economy? Could you use guidance on how to create and maintain distinct competitive advantages in your local area regardless of how many dentists there are or how much discounting is advertised? If so, The 39 Key Tenets is your direct and immediate way to unlock the hidden strategies that these top performing practice owners and highly skilled clinicians know that you don't. The 39 Key Tenets are documented strategies and specific tactics formulated and refined from over a decade of direct use in thousands of private clinical practices in North America, UK, and Europe. For the first time, The 39 Key Tenets are now publicly available to the profession at large so that clinicians desiring to help more patients. For average clinicians with average skills, application of only a few of The 39 Tenets routinely brings more professional satisfaction and opportunities for growth. For exceptional clinicians with advanced skills, direct application of the majority of The 39 Tenets is the single most cited reason for how they went from being considered "just a dentist" to becoming "the most recognized dental expert" in their area. In the post Great Recession economy, very little about practice life is fair. Many external forces are working unfairly against the professional service practice limiting practice growth and doctor satisfaction. Those adhering to The 39 Key Tenets are better equipped to eliminate these unfair forces while experiencing increased professional and personal satisfaction. Additional benefits include: more patients being helped via the best state of the art dental technology, more reported happiness by doctor and team, a better ability to acquire and retain good team members, improvements in clinical facilities and technologies selected for use, ongoing acquisition of new clinical skills, more control of weekly time, and compensation that is commensurate with high levels of care, skill, and judgment. Implementation of The 39 Key Tenets directly also results in the advanced trained clinician improving more patients' appearances and function, eradicating chronic pain, and increasing treatment acceptance rates for every type of treatment plan in any style of practice no matter where the practice is located in the world. The tenets apply no matter what reimbursement scheme the practice participates in (HMO, PPO, etc.). The 39 Key Tenets to Practice Success provides the reader with: • What motivates patients behaviorally regardless of our opinions on whether that behavior is rational or not • The most important concepts for effectively promoting any niche service you focus on in your practice • An understanding of how to command better fees in your market area no matter how much discounting or competition surrounds you • The bottom-line reality of the 3 types of patients you encounter in practice • How to finally have patients understanding what you wish to discuss with them • One item that most practices buying external advertising don't understand that when addressed brings more returns from long term marketing investments each year • Key aspects of case presentation that affect at least 50% of your acceptance rate • Specific directions on how to present treatment options and fees based on behavioral science principles • How many individuals and specifically who must attend major case presentations

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