

# Four Pillars of Practice Success

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Although there are many factors necessary for a business to succeed, there are four critical areas any dental specialty practice must address for long-term success. An acronym we use to teach these four pillars is **T.E.R.M.**, which stands for **T**eam, **E**nvironment, **R**eferrals and **M**arketing. Once these four pillars are learned, systematized and incorporated into your practice, there are no limits to the level of success your team can achieve.



## TEAM

Your office should be a well-trained, energized and kick-butt team! Regardless of the skills of a specialist, no practice can thrive without an office culture where everyone has defined responsibilities, are held accountable for their assigned duties and feel needed and appreciated. Your team should be masters in their communications, customer service excellence and serving the patient and referring offices. Training should be ongoing with the team to ensure systems are followed and everyone is engaged and improving.

## ENVIRONMENT

This includes your practice location, office design and equipment. Your practice needs to be easily accessible, have sufficient capacity to get patients in fast and be pleasing to all five of the senses. You should invest in technology that improves treatment outcomes, clinical efficiency and demonstrates your team are the go-to specialty experts in your area.

## REFERRALS

Referrals are the lifeblood of any specialty practice! Although referral systems and marketing are related and intertwined, we consider marketing as everything that is done to get a patient in your door and referral systems are what keep a steady flow of referrals coming in month after month. These referral systems include regular and strategic communications with referring offices, wowing patients once they enter your practice and great relationships within the community.

## MARKETING

As Fred Joyal has said, "everything is marketing". Marketing includes the brand your practice has in the community, the way telephone calls are handled, and the way you serve and educate your patients and referring offices in advance of any referrals. You should have a marketing coordinator whose primary responsibility is delivering happiness within the dental community and serves as an ambassador for the practice. Marketing activities should be scheduled, consistent, fun and add value to those they reach.

Remember the **T.E.R.M.** that when properly applied will take your practice to new heights!

If you'd like additional information on the four pillars of practice success or how we can help you move to the next level, please contact us at [info@dental-specialisti.com](mailto:info@dental-specialisti.com) or call 509-578-4454.



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