



ORTHO2

The Voice – Orthodontic Style

My husband and I were watching this past season of “The Voice”, and we both agreed that the incredible talent of the contestants surpassed that of previous seasons. Rather than questioning if the artist should move forward, the decision often instead is which coach would be best suited to guide them through the journey to achieve their dreams. Each one of “The Voice” coaches offers a unique mentoring approach with the goal to help the contestant reach far beyond their wildest dreams and expectations. Each coach on the show has similar traits to the jobs in your orthodontic office.

Often I see the most veteran team member put in charge of leading and training – the Blake in the office. Consistent and reliable with years of experience, they understand the ultimate goal, bringing priceless wisdom and pearls to the training table. Put them in charge of Stage 1 training – the first 90 days. If you do not have a formal systems and procedures manual, develop it the next time you hire a new employee. As information is delivered, the new team member writes everything down to create the foundation for a written training program with systems and protocols. Unfortunately, as with computers, no one has yet discovered how to transfer information telepathically from one person to another. Do not expect trainees to tap “Blake’s” knowledge and experience through osmosis.

The Adam (singer, song writer, and multi-instrumentalist) in the practice can be compared to an employee who has either worked in more than one orthodontic office or has had experience in multiple areas of the practice. Rather than blindly accepting a system because it has always been done the same way using the same products, Adam would be the team member who is continually trying to find enhanced, streamlined systems that would better serve the orthodontic community. As well as seeing the big picture, they understand the intricate puzzle pieces needed to make your systems work. They can fill a vital role in your training and management program delivering

by **Debbie Best**

Stage 2 of the coaching process – after the first 90 days.

The human resource aspect of owning your own business often causes the majority of your headaches. Between monitoring employee performance to establishing pay and benefits, it can significantly increase the number of hours you spend working each month. Having an Alicia on your payroll – someone who is calm, cool, and unflappable – can enable you to share some of the HR responsibilities, freeing up time for you to see patients. Develop detailed job descriptions outlining duties and expectations as well provide a measure of performance.

The HR Manager is also responsible for fielding employee conflict and enforcing the 24-hour rule. Under the 24-hour rule if an employee has a complaint or concern with any member of the team, they are to go directly to that person and only to that person. If they are not able to resolve the problem between the two of them, only then do they take it to a third party for input. If the concern is not addressed within 24-hours life is too short, just let it go. Your “Alicia” can be your human resource gatekeeper, from record keeping to performance auditing to making recommendations for changes in salaries and benefit plans. Update the manuals and job descriptions on annual basis to ensure that the documentation is accurate and up-to-date.

Miley, Miley, Miley! She will definitely bring the excitement into the practice. The Miley in your office challenges you to explain the why and not just the how. This team member has an endless supply of energy and can be counted on to create fun and laughter. Give her the responsibility of coordinating internal marketing and team activities. Toss her the ball and then let her run with it under your guidance.

Reprinted from

The Newsletter for Members and Friends of Ortho2
April 2017 - Volume 35 Issue 2

About the Author



With more than 35 years of experience, Debbie Best evaluates staffing needs and systems to develop a strategic plan for practice productivity. She designs customized schedules, personalized job descriptions, and a team member handbook to fit each practice's needs.

"The Voice" coaches encourage contestants who do not successfully move forward on their first attempt; they highlight the positive and point out specific measures needed for improvement. The key is to remember that if you are not successful the first time, it does not mean failure. Instead look at it as:

- F First
- A Attempt
- I In
- L Learning

Just as Blake, Adam, Alicia, and Miley are not the perfect mentor for every contestant, it takes more than one trainer/leader to develop a gifted orthodontic team. Your dream team is obtainable with the voice of the doctor, partnered with a solid coaching and management program. ♡