



The Rock Star Months!

Compose and rehearse to ensure your success

by **LeeAnn Peniche**

You've heard the saying, "Party like a rock star." Or maybe Pink's recent song that boasts, "So what? I'm still a rock star..." Yes, for those of us in the real world, the times we feel like rock stars may be few and far between. But the fact is that in the orthodontic world, three times a year we are all rock stars! Our production soars, our referral sources love us, the schedule is full of starts, and case acceptance is high! In other words, we are really rockin' it!

So when exactly are these "Rock Star Months"?	
January	New insurance flex plans kick in!
June	School's out for summer!
August	Get the braces on before school starts!

We are all rock stars 25% of the time! However, does that small percentage speak to a healthy practice in control of its own destiny? Successful, thriving practices are committed to rocking out all the time! These offices hunger to stay on stage and never believe their own press. They celebrate their past successes with an eye on the future. They are committed to staying at the top of the charts!

Recently, I was approached by a doctor who asked, "What can you do for me?" I looked at his numbers and was discouraged to see that the trends looked less like a healthy growth chart and more like the pattern of a sick patient on a heart monitor... up, down, down, up, down, down... you get the picture. His practice still had a beating heart but the question then became, "How do we repeat that success over the long term?" I inquired about planning meetings, campaigns, and Signature Marketing™, to which this doctor replied that they had the occasional staff meeting but had no time for much else. My prescription for his ailing months? Invest six percent of his total patient hours into building his future.

Let's break it down

The Rock Star Practice commits to an Annual Planning Meeting in order to map out the upcoming 12 months.
8 hours per year.

This same practice is dedicated to Monthly Planning Meetings to support its overall mission.

2 hours per month = 24 hours per year.

These rock stars have Morning Meetings to review daily, weekly, and MTD reports.

15 minutes per day = 42 hours per year.

Finally, the Rock Star Practice commits to daily End of Day Meetings to review the game board.

10 minutes per day = 28 hours per year.

Now let's add it all up

For the average practice, the total number of hours per year equals 1,664 hours. And the total meeting investment as described above? Only 102 hours! In other words, the meeting time is a mere 6%... a small investment to make in planning for the future and ensuring success!

But here's the most important part: This investment gives you and your team a vital opportunity to compose and rehearse. Just like a musician cannot get on stage and perform without the proper planning, you cannot achieve success without a proper rehearsal of your orthodontic repertoire. Forget American Idol, you want to blow the amateurs away! Orthodontics is your arena—give a rock star performance and shoot for the pinnacle of success!

Back to my doctor friend... In order to light a fire under him, I showed him his sad trend for the third and fourth quarter and suggested he start his Fourth Quarter Push NOW!

Yes, it is during the heat of summer that EVERY practice needs to ready themselves for fall campaigns. Consider a campaign to be a marketing message with arms and legs—diverse touch points that reach community,

patients, professional partners, and press. Now is the time to create campaigns to target the schools, alpha moms, and generation G, otherwise known as the givers, and charitable organizations.

As I explained to the doctor, once you have your core campaigns in place, it is not necessary to reinvent yourself every year like Madonna. However, having the basics down allows you the opportunity to expand, refresh, and place a new spin on proven programs. This ensures that you are able to create your own signature brand thereby becoming a rock star all year long! ♡

About the Author



Founder and president of Peniche & Associates, LeeAnn Peniche has earned a reputation as one of the country's premier orthodontic consultants specializing in case acceptance, scripting, marketing, and practice systemization.

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