

DETROIT DENTAL CLINIC CLUB

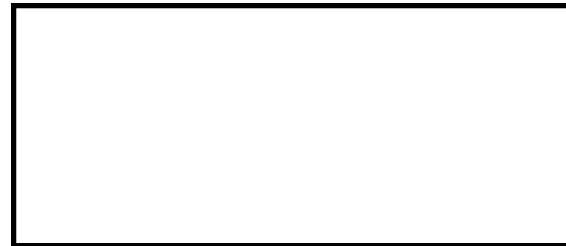
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Established November 25, 1914

We're on the Web:
www.detroitdentalclinicclub.com



Calendar of Events

“All-Section” Meetings

Thurs. December 1, 2005	“Practice Administration 101 Round Table Discussion” Dr. Oliver Marcotte
Thurs. March 2, 2006	“Advanced Restorative Concepts” Dr. Keith Kelley
Thurs. May 4, 2006	“Women in Dentistry” A Panel Discussion Dr. Susan Luft-Marcotte

DETROIT DENTAL CLINIC CLUB

Clinic Links



Volume 29, Issue 1

September 7, 2005

Board of Governors:

- President: Mark Barsamian
- President-Elect: Susan Luft-Marcotte
- Past President: Richard Gerstner
- Honorary President: Francis Schmitt
- Treasurer: Susan Luft-Marcotte
- Recording Sec'y.: James Lepczyk
- Membership Sec'y: Oliver Marcotte

Section Directors:

- Crown & Bridge: Patrick Smith
- Occlusion: Keith Kelley
- Direct Restoration: Earl Bogrow
- Periodontics: Samir Zacharia
- Practice Administration: Oliver Marcotte
- Oral Surgery: Tim Schmakel
- Public Relations: Robert Caldwell
- Director of Clinics: Haig Garebedian
- MCE Coordinator: Norm Herbert

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Message from President Mark Barsamian

Welcome back to the Detroit Dental Clinic Club for an exciting new year. It is my great privilege to serve as your President this year. For those of you who do not know me well, I have been a member of the Direct Restoration Section for 20 years, and I was section director for several years before becoming Recording Secretary and Newsletter Editor three years ago. I am currently President-Elect of the Detroit District of the MDA, and although I did not plan it that way, I think my dual positions give us a unique opportunity to develop programs that will strengthen both institutions. Just as we have an aging membership and are looking to attract new members, so is the Michigan Dental working to recruit and provide value to the new dentist.

Your Board of Governors has committed itself to bringing you innovative programs that will continue our plans to re-vitalize the Clinic Club. Our programs for the All-Section meetings will be of special interest to the newer dentist.

In December, Dr. Oliver Marcotte and the Practice Administration Section will be leading round table discussions on ways to grow a practice. We will be inviting prospective members to join us and the discussions will be geared toward their interests and questions. The New Dentist Committees from the surrounding counties will be asked to invite their members to attend. It provides value to membership in the MDA, and provides a chance for the newer dentists to see what we have to offer.

The program for our March meeting will be led by Dr. Keith Kelley and the Oc-

clusion Section on "Advanced Restorative Techniques". Finally in May, Dr. Susan Luft-Marcotte will present a program on "Women in Dentistry Today". As Continuing Education has become big business, I think our profession has tended to under-value the exchange of ideas on a more personal level. That is why our All-Section programs will be provided by our own members, and it will show prospective members the value of membership.

Of course, no one joins something because they get a letter. Most of us joined because someone we respected personally invited us. It is our responsibility to pass that on to others. Please make inviting a non-member to attend your section meeting or the December meeting an absolutely essential priority.



Mark and Linda Barsamian

Letter from Ollie Marcotte & Mark Barsamian

DDCC proposal for mentoring

The Detroit Dental Clinic Club board, this summer at the future planning meeting, proposed a new project designed to appeal to young dentists and help attract new DDCC members. The project is envisioned as a series of informal "get-togethers" of 20 - 24 young dentists and 6 or more clinic club members on Friday afternoons. The purpose of these events is to share our experiences, good and bad, with younger dentists. The subject is "How to Attract New Patients". This is an area our research has shown to be a hot topic among younger dentists.

Friday afternoons have been suggested as the best time for these "get-togethers" since it's easier to get Friday afternoons off and baby sitters would not need to be arranged for young families. The format would be tables of 10 with at least 2 clinic club members at each table. A short (5 minute) panel style presentation, similar to a table clinic, would be given by each clinic club member on selected elements of the marketing plan at the start of the event. An overall outline of all elements in the dental marketing plan would also be distributed. Each panel member would only address an aspect of the marketing plan with which they have personal experience while the outline would serve as an overview of dental marketing. Obviously the entire marketing outline could not be covered in 30 minutes but giving everyone the outline would not only provide an organized format to the presentation but also provide a means for a dentist to circle a topic they would like to have covered in more detail at a future seminar. These events would be sponsored by a dental organizations such as Detroit, Macomb, Oakland dental societies, the MDA, or the Pierre Fauchard Society. They all have expressed an interest in this.

The Practice Administration Section has been asked to spearhead this project. Specifically we need to know who would be interested in delivering a 5 minute presentation on one of the topics listed in the outline below and then sitting down with a group of young dentists to share their knowledge over dinner or pizza. Dates, times and venue would be determined by the sponsoring organization.

How to Grow Your Dental Practice An Approach to Dental Marketing

DENTISTRY IS CHANGING

Production era is described as too having too many patients (still exists in some non-metropolitan areas)

This is where dentists are working at full capacity and utilization of auxiliaries and technology is king

Marketing era is described as not enough patients (increasingly the norm in metropolitan areas)

No longer is it enough to deliver the dentistry, now to drive production we need to know what consumers really want delivered.

Ethical considerations (required since we are licensed professionals)

History shows that marketing is a natural result of progress in the marketplace. Dentistry has an opportunity to make a quantum leap from the production era to the marketing era. Ethics demands marketing in its finest and most complete sense. (Charles Blair)

PERSONAL GOALS AND MOTIVATIONS (what do you want to do with your life?)

What is your definition of success?

What is your vision for your practice -Do you have a Mission Statement?

Are you willing to pay the price?

L D Pankey recommends "The Go Getter" by Peter Kyne, 1921 to describe the price to be paid.

MARKETPLACE YOU SERVE (does your marketplace want what you want?)

Where is your marketplace?

What is the Population Demographic within your marketplace?

What is your competition offering?

Who are your current patients -do they fit your marketplace?

Are your current patients satisfied?

Reserve your place at the All-Section Meeting

Join us Thursdays, December 1, 2005 for a most informative program and the fellowship of the Detroit Dental Clinic Club

Meeting Reservation Form

Please reserve _____ place(s) at the dinner and meeting:

"Practice Administration 101— A Round Table Discussion"

At the Rattlesnake Club
December 1, 2005

6:30 Cocktails
7:00 Dinner
8:00 Program

I have enclosed a check for \$50 (each) payable to the Detroit Dental Clinic Club which will be returned to paid members who attend.

Mail to:

Detroit Dental Clinic Club
c/o Dr. Oliver Marcotte
5905 Wing Lake Rd
Bloomfield Hills MI 48301

Name:
Phone Number:

Treasurer's Report

Susan Luft-Marcotte

Opening Balance	\$7698.75
Income	
Guest Fees	-\$ 100.00
Membership Dues	\$5720.00
No Show Member Meal Fees	<u>\$ 100.00</u>
Total Income	\$5720.00
Expenses	
Contributions	\$ 100.00
Corporate Fees	\$ 20.00
Equipment Rental	\$ 150.00
Honorarium	\$ 387.00
Meals	\$3917.50
Newsletter Costs	\$117.34
Office Supplies	\$ 14.83
Postage and Delivery	\$286.94
Printing and Reproduction	\$ 487.69
Web Site Expenses	<u>\$ 380.00</u>
Total Expense	\$5861.30
Net Income 2004-2005	<u>-\$141.30</u>
Current Balance	\$7557.45

Membership Report

Oliver Marcotte

146 Members on roster
88 Paid Members 2004
46 Life Members
80 Paid Members 2003
26 Members on roster
unpaid 2004

Section Meetings

Occlusion

September 16 "The answer to How? Is Yes!" book review

November 2005—We will be attending the U of Detroit-Mercy Alumni Day Seminar (date to be determined). Call Section Director Keith Kelley for details @ (248) 828-3185

Practice Administration Section

We will be working this year on developing our program for the new dentist. The first Section meeting is tentatively scheduled for September 22. Dr. Marcotte has described the program elsewhere in this newsletter. Each Section meeting will develop one aspect of Practice Marketing. Please contact Dr. Marcotte (olivermarcotte@comcast.net) or (248) 426-0011 if you are interested in attending.

Direct Restoration Section

Periodontics Section

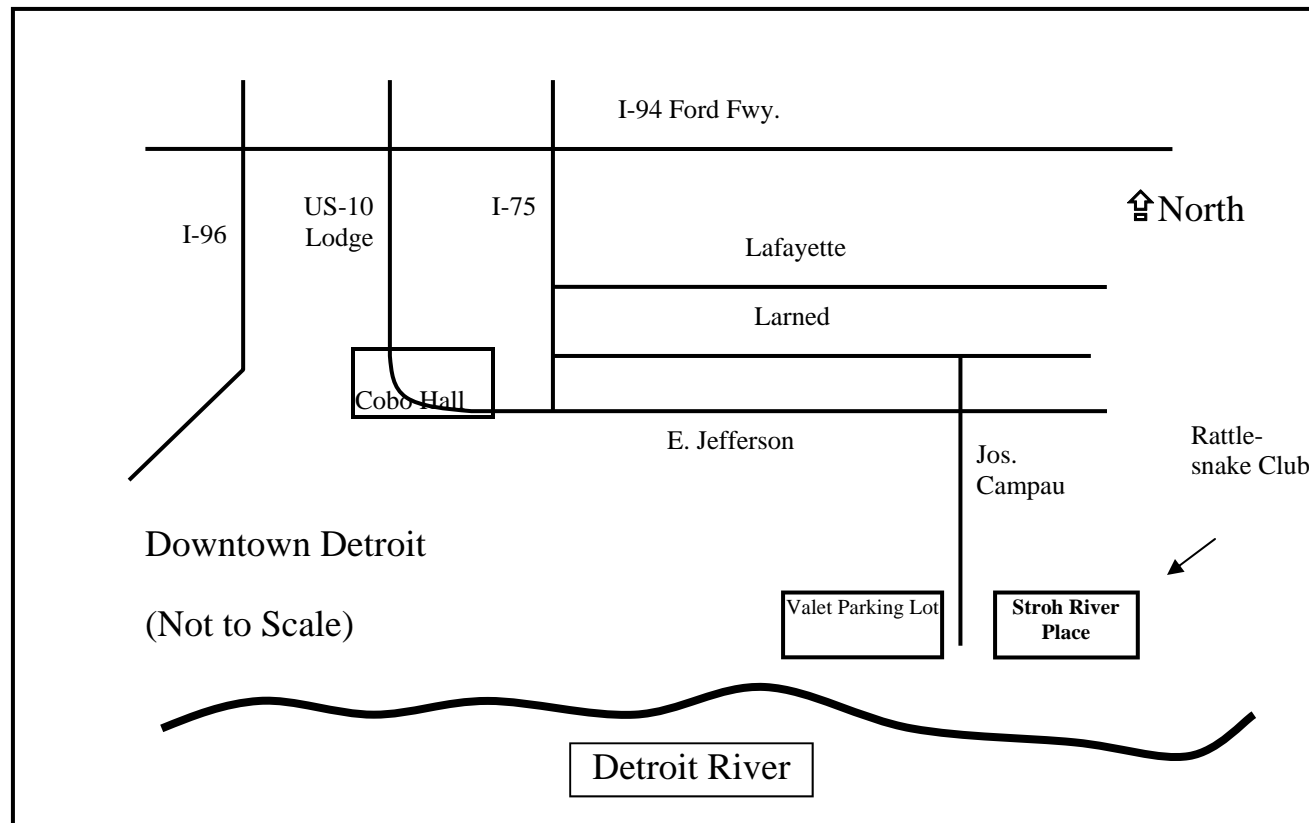
Prosthodontic Section

Oral Surgery Section

* Directions to The Rattlesnake Club *

300 River Place, Detroit, MI 48207
(313) 567-4400

: Go east on East Jefferson and follow 1/4 mile to Jos. Campau. Turn right on Jos. Campau. The Rattlesnake Club is in Stroh River Place.



THE PRODUCT YOU SELL (are you selling what your marketplace wants?)

"Each patient's experience with your office" is the product you sell

- Location, transportation access and hours
- Parking
- Outside appearance of facility
- Greeting the patient receives – human and non human
- Initial Examination
- Treatment plan and case presentation
- Treatment procedures
- Continued care effectiveness
- Billing and accounts receivable procedures
- Perceived Quality and longevity of services

Do you have a standard protocol for every aspect of your product?

Have you set measurements for each protocol's efficiency and relevance?

MARKETING – (How to get your message out)

What is your message?

- Single, simple, focused, consistent message
- Stay on point – don't sell multiple ideas.
- Office printed image and logo must support your message.

Alliances with dental vendors

- Invisalign
- BriteSmile
- Las Vegas Institute
- Lumineers
- White Strips
- Care Credit
- Zoom

Where to place your message

- Newsletters
- Location, transportation access and hours
- Parking
- Outside appearance of facility
- Greeting the patient receives – human and non human
- Initial Examination
- Treatment plan and case presentation
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- Billing and accounts receivable procedures
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Where to place your message

- Newsletters
- Internet web sites (construction and search engines)
- Radio and cable television ads
- Newspaper ads and stories and guest columns
- Phone book
- Ads in magazines
- Give away in office
- Promotions by mail
- Celebrity promotions
- Local charity events
- Signs
- Coupons
- Welcome wagon
- ADA booklets
- Alliances with local merchants
- Special gifts for referring patients
- Special gifts for referring dentists
- Unique "after the visit" take home gifts

How to evaluate each advertising effort's effectiveness

- Ask new patients and record which effort brought them to office
- Analyze practice growth by zip code and change ad mix for underserved areas
- Only continue efforts that have proved successful