



DISNEY-FLY YOUR PRACTICE

WORKBOOK

**IMAGINEERING YOUR PRACTICE TO
NEW HEIGHTS**



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“If you can dream it, you can do it.”

~Walt Disney

INTRODUCTION

Dentists are getting tired of the continued friction between insurance dependence and profitability. It's a dance that is getting harder. And yet, many struggle with changing the dynamic, fearing a loss of patients when they decide to toss aside insurance dependence.

And they're right. If you give the same service, how can you expect a patient to value the relationship?

This Workbook is designed to help you re-imagine a practice that will fulfill your desire for PRACTICE FREEDOM. That is, if you desire a non-insurance-dependent, enjoyable practice that staff, patients, and YOU want to come to. A place that, while perhaps not the HAPPIEST PLACE ON EARTH, is the happiest dental practice around!

And, like Walt Disney said; “If you can dream it, you can do it.”

This workbook will guide you through a series of questions and exercises. Let your mind take you to places that your current reality has prevented you from going. Free yourself from the constraints of your past or current practice experience. Start picturing what your ideal practice could look like, from the perspective of your patients, referrers, and team members.

Walt also said: “It's kind of fun to do the IMPOSSIBLE.”

A dentist-friend loves Hawaii. One day, he hopes he can spend a good deal of his time there. So, when he was re-engineering his practice to focus on implant dentistry, he inserted as much Hawaii into the entire process and practice as possible.

The “ALOHA SPIRIT” was infused into every possible aspect of the practice from the background music to the décor, to the uniforms, to the design of his website. No hula girls but the coffee served is KONA.

The pictures on the walls, the lamps, and even the names of the rooms all harken to HAWAII, transporting the patients to a place everyone seems to associate with “Paradise.”

It’s sort of being in line at a Disney ride. Everything is in tune with the theme and builds anticipation for the experience yet to come, with the ultimate goal of, MAKING PEOPLE HAPPY.

In this case, it makes the Doctor really happy too, as he can get a daily dose of the ultimate outcome he desires, an Hawaiian lifestyle.

He brought his staff on a team retreat to Hawaii. And the office servers as a memory of that experience, which is a part of the goal/bonus system in place.

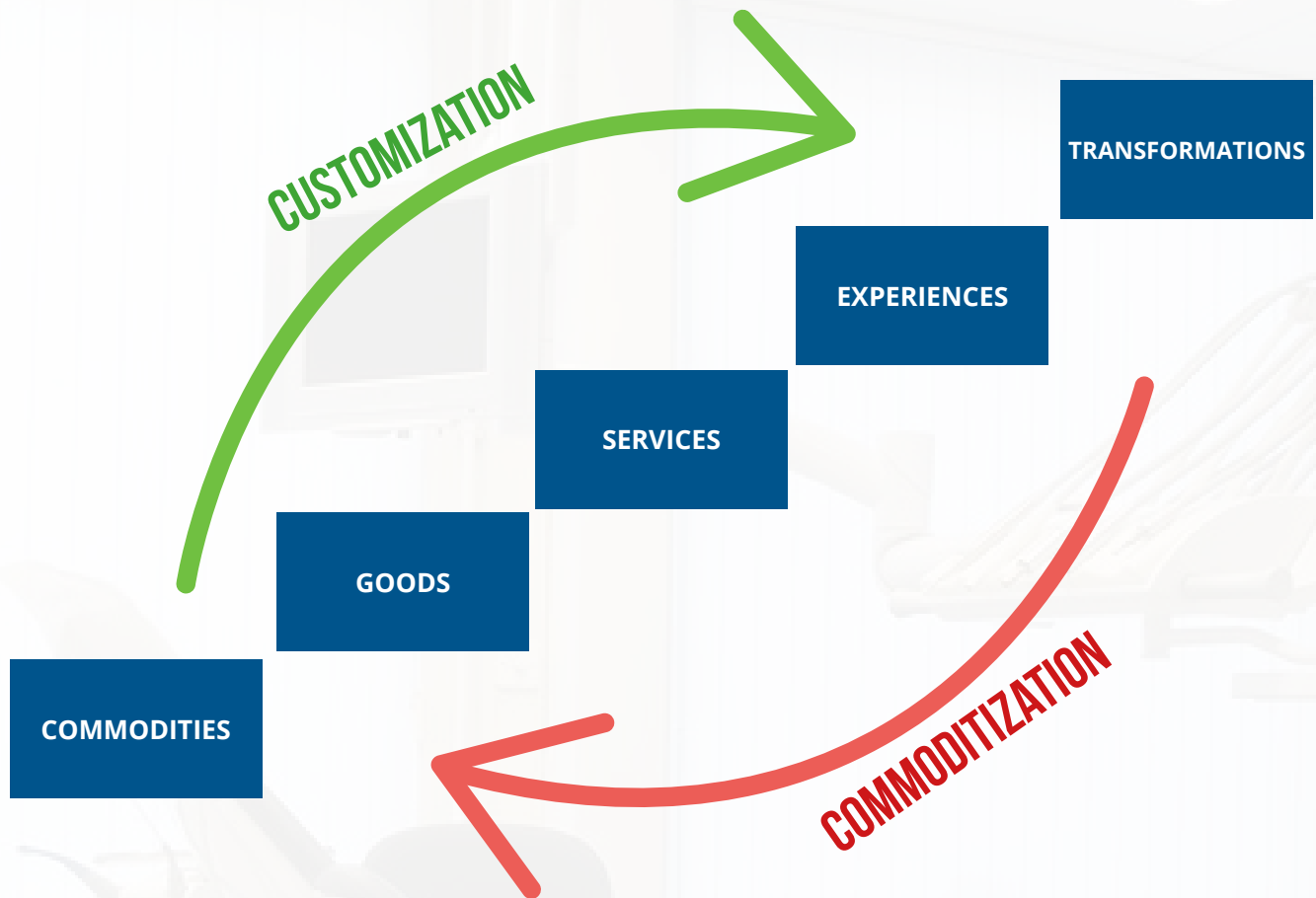
Think they appreciated that?

You betcha!

The point is that EXPERIENCES, especially transformative ones are planned, curated, and guided.

This workbook will facilitate the process.

THE PROGRESSION OF ECONOMIC VALUE



My recommendation is to use this during team meetings. Your team, if they're "A" players, deserve to be involved in the process. Their input will help implementation. They want to be proud of where they work and that they had input into the process.

Developing a TEAM culture is both a goal and asset that this workbook will help build.

DREAM AWAY

WORKBOOK

Mickey Mouse embodied the following PRINCIPLES;
HONESTY, RELIABILITY, LOYALTY, and RESPECT FOR OTHERS

List Your Practice's Unbreakable Principles:

Disney's SERVICE THEME is: "To create happiness for people of all ages everywhere."

What is the SERVICE THEME of YOUR practice?

What patient STORY best describes what your practice is trying to achieve?

What PROMISES do you make to your patients?

How are these PROMISES communicated in your facility?

What PROMISES do you make to your employees?

Training, Motivating and Retaining employees is important to provide a consistent patient experience.

What do you do to promote these?

What non-salary related benefits do you offer?

The Ritz Carlton outlines 3 behaviors that every employee must know and use:

“A warm and sincere greeting. Use the guest’s name.”

“Anticipation and fulfillment of each guest’s needs.”

“Fond farewell. Give a warm goodbye and use the guest’s name.”

What do you promote/train your employees to do?

What is (are) the most patient-UNFRIENDLY part(s) of your current patient experience?

How can these be changed?

Waiting on lines in a Disney Park can often be fun.

What can YOU do to make your patient's waiting time more enjoyable, while promoting the intended outcome?

Disney has various programs such as "Fast Pass", VIP Tours, and Customized Experiences.

How can you provide such ENHANCED OPTIONS to your patients?

Names like “cast member” and “Imagineer” matter.

What can you call your team members other than:

Receptionist

Office Manager

Dental Assistant

Hygienist

Treatment Coordinator

Insurance/Biller

In high-end sushi restaurants guests are greeted by “Irasshaimase”. At Harley Davidson in Orlando when a sale is made a bell is rung.

What kind of recognition or ritual can you incorporate into your patient experience?

Disney University promotes employee “Imagineering” through “Dream Retreats”.

What would YOUR practice’s DREAM RETREAT look like?