

2018 Case Study :
El-Nashar Dental Care

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Making our practice future-proof

Sharon El-Nashar shares how El-Nashar Dental Care has gone from strength to strength with the help of Horton Consulting.

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Based in Devon, we are a large, five-surgery practice with a fantastic team of 26 staff who work alongside us both.

We are very proud to offer an exceptional patient experience and we always strive to be the leaders in our area!

However, working in practice can sometimes feel quite lonely – even in one as large as ours – and this insularity sometimes means things can start to get a little stale. We knew we had to take action, and we'd heard about Horton Consulting through Practice Plan so we decided to see how they could help.

Motivation

We started with a Visionary Day five years ago, and we've never looked back. Throughout this time we've made massive strides – we were good before, but now we're even better. One of the main changes we've incorporated is to our oral health service; not only have we introduced a dental therapist, we also offer different levels of service according to needs. We also call these appointments 'gum therapy' rather than hygiene visits – it's these pearls of wisdom that we find extremely useful, Laura's wording is practically poetic!

Michael is also excellent with his language, too. He's taught us to discuss 'investing' rather than 'spending' when we talk to patients, and to take 'pre-payments' rather than 'deposits'. All of these small tweaks have really pushed us to the next level to offer the level of service we want to provide for our private patients.

Michael comes to see us every six months, and we get so much motivation out of this service thanks to his lively energy. He's become part of our extended team so everyone trusts him and happily accepts his feedback. These visits are also useful to discuss any ideas I have; it's the perfect opportunity to talk through whether a concept is suitable for our practice and how to implement it.

Impact on the practice

As a result of the help from Laura and Michael we have increased our treatment mix, which has obviously had an excellent effect on our bottom line. This has allowed us to give our patients more choice, which is cost effective for them and us.

A while ago we were struggling with new patients booking appointments but not attending. As any dental practice knows, this is one of the worst drains on surgery time and profits, but we didn't know how we could prevent it from happening. On Michael's suggestion, we introduced pre-payments from new patients at the time of booking. This has turned out to be one of the best things we have ever done because those who genuinely want an appointment will pay (and turn up). We have saved a lot of money by not wasting diary time, and our appointment books run much more efficiently.

Fresh ideas

There are many reasons why I would thoroughly recommend Horton Consulting, but at the top of the list is the fact that I respect and enjoy working with them. They are authentic in their advice because they have been there and done it; not only do they really know what they are talking about, their advice is very relevant, current, and fresh. I like and understand what they say, their style, direction, and thought process, and I feel like their advice is future-proofing our practice.

