



Building better relationships

Nadim Magid discusses how Lifestyle Dental now has a more efficient approach and a loyal patient base thanks to Horton Consulting.

HORTON^o
CONSULTING



I set up Lifestyle Dental in 2008 as a fully private squat practice in Preston. We offer a wide range of treatments including general dentistry, facial aesthetics, orthodontics, and sedation, as well as dental implants, all of which keeps us busy!

Top 3 reasons why we recommend Laura & Michael:

1. The ongoing support that she provides has been one of the greatest benefits for us.
2. Laura is highly efficient and has enabled us as a practice to become more effective
3. She is very skilled with an ability to identify problems and find solutions that are completely tailored to the practice.

We have a small team of five, and as you can imagine, I was doing too much of the work myself and needed to enlist some help to make things run more smoothly and efficiently.

I originally saw the role of the treatment coordinator (TCO) working really well in another practice, so naturally I liked the idea of it. At the time, I was doing free consultations as a dentist, which was eating into too much of my treatment time. I realised that with a TCO we could be far more streamlined, which would benefit everyone involved – the patients, the team, and myself.

Fine-tuned

Not only had I seen what Laura could offer in terms of the TCO training, she had also been recommended to me by my dental peers, which is why I decided to put the wheels in motion and get in touch. With her help, we put the system in place, and then spent the best part of two to three years fine-tuning things together to ensure it was right for our practice and worked for our patients.

Now, at Lifestyle Dental, we are in a position where the non-clinical discussions with the patient happen with the TCO, freeing up my time to carry out the actual treatment. We also have a better focus on customer service, as the TCO can dedicate time for this, which creates stronger relationships and has allowed us to develop a loyal patient base. Thanks to this more efficient use of time, our practice now runs much more smoothly, which has helped us an awful lot in terms of our growth and development.

Game changer

In addition, we have also tapped in to Laura's other areas of expertise, including the front desk telephone training. Alongside introducing a TCO to the practice, the telephone training has been a real game changer for us. We are now able to attract the right type of patient by finding out what they want when they book their appointment. This allows us to manage expectations from the outset, which then continues with the TCO, resulting in a patient who has realistic goals by the time they are in the dental chair. With this system in place, we are able to build strong dentist/patient relationships through a shared vision, which leads to beautiful results that everyone is happy with.

Laura continues to work with us twice a year on an ongoing basis. This level of support is really beneficial to our small team, as it sharpens up our skills and helps us to keep the momentum going.

