

“Mission accomplished! Tripled production while working less.”



“I’d always wanted to grow and expand into another location,” says Dr. Matthew Aldridge, of Vancouver, WA. But before joining the Team Training Institute, that dream was so far out of reach, he thought of quitting. “I’d work, work, work, and I then I worked some more after seeing patients. I felt like I’d be better off just going and working for somebody else.”

He always understood that hygiene is the “engine that drives the practice,” but he didn’t know what to do next. “Hygiene was affecting profitability,” Dr. Aldridge said. “It was impacting everything in the practice, from case acceptance to the patient experience.”

So, when he heard Wendy Briggs speak about hygiene at a seminar, Dr. Aldridge was intrigued. “What really appealed to me was the ‘double your hygiene or you’ll get your money-back’ guarantee. I had not heard anyone willing to make that kind of guarantee. My first thought was, ‘Are you really serious?’ After peppering them with questions, I felt they conveyed confidence in what they were doing and could help us achieve our goals.”

Dr. Aldridge didn’t double his production ... he TRIPLED it. Since joining The Team Training Institute (TTI), his revenue has grown 100% and he’s doubled the value of his practice. Which helped him achieve an even bigger goal. “I always wanted to grow and expand into another location,” he said. “Eight months ago, I opened my second location. Mission accomplished.”

Here are 5 strategies that helped Dr. Aldridge grow.

- 1. Grow faster with live training.** Dr. Aldridge wasn’t the only one skeptical about TTI. His hygienists were, too. “There were doubts about these outsiders coming in and trying to teach us a different way of doing things,” Dr. Aldridge said. “It’s hard to make changes when you’ve been doing things a certain way for so long. It took TTI working with us to overcome that. Our TTI trainer, Bert, won them over. She is excellent and has an extremely down-to-earth way of teaching. She resolved their concerns and did an excellent job of conveying the value for the patients first and foremost, but also for the practice.” In addition to seeing a significant jump in hygiene production, Dr. Aldridge says his hygienists now look at other options for patients that they didn’t before, such as sealants and fluoride. “Hygiene isn’t just a necessary part of doing dentistry. It can be a really positive experience for patients, giving them great care in a way that is profitable for the practice while giving patients what they want.”
- 2. Remove capacity roadblocks.** After optimizing production, Dr. Aldridge added same-day treatment and staff. “It took some work to make sure that all our operatories are equipped so that we can do hygiene or restorative treatment, but it was a real positive change.” As a result, he tripled production and gave himself a competitive edge. “More and more, giving patients what they want is what you need to do to set yourself apart,” he said. “If you’re not providing the care they want and need, they will go somewhere

else. We cater to them in terms of the hours they want to be seen and the convenience they’re

looking for. Patients love the same-day treatment option, especially right now with COVID because people don’t want to take time off.”

- 3. Reduce your risk by letting go of the reins.** Since joining TTI, Dr. Aldridge added a second associate. “I’ve read what Dr. Meis teaches about tiger-proofing” he said. “Your strongest can be your weakest and if everything relies on you, everything can fall apart. If you can’t be there, if you get sick or injured ... it’s riskier without associates.” Dr. Aldridge’s advice on hiring an associate is to do your homework, be extremely clear on expectations, and then just do it. “There are no guarantees when you are making decisions on people. There is no way you can tiger-proof your practice unless you take the leap of faith. You have to let go of the reins and trust other people to do some of the work for you.”
- 4. Replace your salary with profits.** Nine months into owning his second practice, Dr. Aldridge can already tell it’s going to be an extremely strong location. Like any new business, it’s a process. “I’m in transition, taking myself off of the payroll for one office and becoming an associate at the other one,” he said. “I’m paying myself like an associate and then replacing the other income with profits from both practices.”
- 5. Surround yourself with successful doctors.** In 2020, Dr. Aldridge moved up to the Dental CEO mastermind group, which greatly expanded his perspective. “The CEO group has been an incredible experience. We meet quarterly and talk throughout the year. It’s extremely positive to connect with and bounce ideas off other like-minded doctors who are trying to grow their practices. We dive into the numbers and challenges that they face in their practices and then we talk through those and learn from each other.” He is much clearer on how to grow his practice and increase profitability. He’s also more confident. “It’s been transformational for me to have a different perspective and different skills that I’ve learned through TTI and their methods,” he said. “Before, I could see problems in the practice. I could see the numbers and data, but I didn’t know how to make decisions that would introduce change. Working with TTI, I now feel confident that if I see data, I know how to approach the problem to make the change and help grow the practice. I feel confident now that when we have challenges, we have the team and the skills to handle them. And with what I’ve learned from Dr. Meis, I can make decisions that will have a positive impact.”

Bottom line? “I have more flexibility right now than I’ve ever had. It’s more sustainable and I can grow the practice.” His patients express that they are getting the best treatment. Hygienists’ reactions are extremely positive, too. “They have more confidence in talking to patients about their hygiene needs and overall care. And they feel we provide a higher standard of care now.”