

From hating his practice to “I’m having more fun than I ever had in my life!”

“I was done. I was not happy. I was frustrated. I hated the business part of dentistry and was ready to sell.”

That’s how Dr. Jesse Chai, owner of Bradford Family Dentistry in Bradford, Ontario, described how he felt two years ago. He was on the verge of quitting dentistry – something he loved – forever.

Unable to find a buyer, he went back to the drawing board. One of his best first steps was joining the Team Training Institute (TTI) Blue Diamonds program in January 2020.

Today, Dr. Chai is not only more profitable, he’s serving patients at a higher level – and he’s having fun again! In spite of being shut down for two months due to COVID, his revenue and net profits both surged in 2020. Before The Team Training Institute, his best production month was \$180,000. Since The Team Training Institute, he’s never done anything less than \$200,000 per month.

His personal life has improved, too. “My stress level is way down because working with The Team Training Institute has given me a lot of confidence in how to navigate the process and reinvent my business,” Dr. Chai said. “I’m more motivated and energized. And I feel that I’m a better husband. I’m a better father. I’m a better leader to my team, a better business owner, and just a better person in general because was able to figure that out and be true to myself versus trying to appease others.”

Here are just 5 of the life-changing gains he’s made in just over one year:

1. **He solved his staffing headaches.** Before The Team Training Institute, Dr. Chai hired 5 associates, but none of them worked out. He expanded his staff to 14 people, but was actually netting less profit. Since The Team Training Institute Dr. Chai hired 4 new people and trimmed his staff to 9, plus himself. “The Team Training Institute helped me in a way that others had not been able to,” he said.
2. **His team experienced a big win fast.** Dr. Chai brought in The Team Training Institute to do their first Hygiene Explosion Training on January 3, 2020. In February, production increased by more than \$100,000. “I had a TTI coach come because I wanted to start the year out right,” Dr. Chai said. “We had our



best month ever, by a significant amount. We did \$283,000. We had record hygiene production and record doctor production.”

3. **Hired smarter and better.** “Before The Team Training Institute, we were like a typical dental practice. We’d bring on a new hire, they’d shadow a little bit and learn on the fly. Now we have the manual and we learned about the ‘3-3-3 onboarding system.’” One hygienist hired on March 13 was sent home the very next day when everything shut down. “We brought her back on May 9 to fully train her. She’s fresh out of school too. In June, her first full month as a dental hygienist, she produced \$30,000,” said Dr. Chai. Not only is she continuing to produce at that pace, she is also training to help with orthodontics.
4. **Expanded same-day dentistry.** Dr. Chai had practiced this since 2010, but his staff wasn’t fully committed to same-day dentistry until after the TTI training. “Before they always found excuses. They said they were too busy. But after the training in January, same-day dentistry improved,” he said. Production continued to increase. He did \$209,000 in June, \$220,000 in July, and \$252,000 in August (his second-best month ever).
5. **Watched his net profits soar.** To incentivize employees to reach the revenue goals, Dr. Chai put bonus systems in place. If they hit the daily target, team members draw from a reward bag. He also does monthly and quarterly bonuses based on profitability. “The #1 thing The Team Training Institute has helped me with is profitability. Profitability at the office is quite high, a lot better than it was prior to joining TTI,” said Dr. Chai. “

Dr. Chai now has the support to achieve his big goals. He’s in a better place with systems documented, a more efficient team, and he’s consistently producing at a higher level. Overall patient experience improved, and his hygienists have more confidence.

“The Team Training Institute allowed me to accelerate the process to make the practice the way I want,” said Dr. Chai. “They gave me the tools to figure out what to do if I don’t hit my targets instead of guessing. By doing what they suggest, you’re doing more good in the world. It makes you feel good about yourself and at the end of the day, it makes your employees feel good. The whole vibe in the office is a lot better than it was 11 months ago because we’re all energized. We’re a lot more profitable and I’m having a lot more fun than I ever had practicing in my life.”