



## “I didn’t know what to do” to \$1 million and working less.

In 2013, Dr. Ian Fontenot of Carenbro, LA opened his own practice in a new retail center. With one front desk and an assistant in the back, Dr. Fontenot performed hygiene services himself. By month five, he could no longer handle all the business coming in and hired his first full-time hygienist.

Growing 30% annually over three years was “insane,” Dr. Fontenot said. “I didn’t know what to do. I was working over 40 hours a week. When everyone would leave on Fridays, I’d keep one assistant with me just to keep up.”

Searching for answers, he met Wendy Briggs at a seminar. “What struck me was when Wendy said, ‘You can make your practice whatever you want, and you DO NOT have to stop taking insurance.’ This was different,” Dr. Fontenot said. “Previously, every consultant told me the only way they could fix my problem was to charge more for my services and get off insurance.”

The Team Training Institute seemed like a great fit for Dr. Fontenot. “I did a hygiene training with them and we just clicked,” he said. “They weren’t telling people to get off of insurance. That was extremely appealing to me. I felt that what consultants push you to do is naive. They push you to do the opposite of what the patient wants. The patient wants fast, easy, reproducible, and cost-effective care. And every other business is going that way, except dentistry.”

When his hygiene production doubled after The Team Training Institute training, Dr. Fontenot signed up for Blue Diamond Coaching. “I didn’t know how I was going to pay for it,” Dr. Fontenot said. “But then again I don’t know anything that I’ve ever invested in that doubled my money within six weeks, the way the hygiene training had.”

His first year with The Team Training Institute, Dr. Fontenot topped \$1 million in revenue for the first time, while cutting the number of patients he saw in half. His second year, he nearly doubled revenue again, while reducing his clinical hours from 40 a week to 26. All while the patient experience improved. “I have multiple patients who work in management in organizations where customer service is big,” said Dr. Fontenot. “They tell me things like, ‘I’ve been going to the dentist for 50 years and I’ve NEVER received customer service like this.’”

His practice now has more online reviews than anyone in town, include big practices like Heartland. “Before TTI, I had 4 Google Reviews,” Dr. Fontenot said. “Now I have 268 Google Reviews with a 4.9-star rating, and over 800 reviews on the internet.”

Here are 5 ways Dr. Fontenot has grown with The Team Training Institute:

**1. Solving the problem with profitability and hygiene.** Prior to The Team Training Institute, hygiene was producing less than half of what it should have for Dr. Fontenot – and losing money. To cover the cost and pay his

hygienists, he was overproducing on restorative. “I wanted a hygiene-centered practice and to have preventative be a big part, but it wasn’t happening,” he said. “It wasn’t the hygienist’s fault. It was mine for not knowing what a hygienist should be doing. It’s something you aren’t taught in dental school. They don’t teach you anything about profitability, much less what a hygienist should do to deliver a high level of care beyond just cleaning.” Within 30 days of doing in-office training with the Team Training Institute, hygiene production more than doubled. “Coach Bert transformed my whole hygiene program within a month and showed me how to be profitable on insurance with my hygiene,” said Dr. Fontenot.

- 2. Grow with teams and systems.** Since starting with The Team Training Institute, Dr. Fontenot has built a team to help manage the practice. He added a new operator, another dentist, a hygienist, two assistants, and one more key position. “I now have a full-time office manager, 100% focused on managing. This has allowed me to totally clear my plate. Before, people were coming in while I was doing a procedure to ask for time off and all kinds of things,” he said. Spending only \$500 a month on marketing and not taking Medicaid, he still sees 70 to 80 new patients a month. With the systems and a management team in place, he can focus on scaling production. “My production jumped. Now I focus where my time is more valuable. For example, by having time to work with my other dentist, he’s tripled his production.”
- 3. Specialize for more referrals.** There are approximately 100 dentists in the area, yet Dr. Fontenot is one of only 5 who do IV-sedation. “IV-sedation exploded my practice. Most specialties don’t sedate, we end up doing all of the work ourselves rather than referring out to other dentists,” he said. The challenges are real, but so are the rewards. “The patients are hard because they’re coming in tremendously emotional, so you have to learn how to deal with that,” he said. “Because you can’t refer out, as a dentist you have to step outside of what your bread and butter is and learn to do a lot of different types of dentistry. It’s extremely rewarding, though. Plus, once you help a patient with fear like that, they will refer you to five or six patients. Money isn’t an issue to them either, especially because it is difficult to find someone who does sedation and does it well.”
- 4. Create more free time with expanded hours.** “I do split shifts and keep the office open from 8 AM to 7 PM two days a week. This allows my staff more time off,” said Dr. Fontenot. It was hard to sell the change at first, but the benefits now sell themselves. “One of my assistants gets to enjoy drinking coffee and spending time with her husband in the morning, something she didn’t get to do previously. I spend afternoons and time off with my kids, 8 and 4 years old. I’m spending 30% more time with my kids than before.” In addition, his hygienists aren’t under high pressure at work anymore. “One of my hygienists came from a corporate practice, and we run the hygiene department exactly opposite of the way they run it,” said Dr. Fontenot. “She sees half the patients, she produces the same amount of money, and my profitability is still there.”
- 5. “TTI is teaching me how to run a business.”** What does The Team Training Institute do differently? “They are teaching me how to run and scale a business,” said Dr. Fontenot. “How to actually systematize. In other dental practices, I feel the dentist is crazy integral, and while I still feel integral, it’s not in the same way as I was before.” What’s his biggest discovery since joining TTI “Growth doesn’t have to mean less quality and care. Our quality of care increased, and we’ve seen it get better while we’re continuously growing.”

*Today, life is better. “Before The Team Training Institute, all I had time for was to work on the business,” Dr. Fontenot said. “If you asked me a couple of years ago if I thought that at year six in a startup practice ... that I’d be able to take off 10 hours a week during normal clinical practicing hours, I would have said that you were insane. But because of The Team Training Institute, the value of my practice has doubled, profitability has gone way up AND I’m working fewer hours. I can do things. I feel like my life doesn’t revolve around me being a dentist and owning a business.”*