

“He laughed at The Team Training Institute, but then he topped \$3 million!”

When Dr. Michael Kirchner of Jeffersonville, IN, bought his first practice in 2010, he struggled.

The practice was supposedly doing nearly \$500,000, but 30-33% of his business vanished when he stopped receiving implant referrals. He knew the fastest way to success was to get help, so he tried different consultants. Within 7 years, he grew to \$1.2 million and was operating the biggest single doctor practice in Clark County Indiana.

He hit a plateau. “I’d outgrown my consultant,” said Dr. Kirchner. “I’d always wanted to grow to multiple practices, but I never found anyone to address that and didn’t know how.”

Yet, he knew it was more important than ever to expand. “As I listened to podcasts and leaders in the community, I realized corporate dentistry was here to stay,” Dr. Kirchner said. “The single doctor practice is no longer going to be feasible in the next 5 to 10 years. Not that they wouldn’t exist, but it would be much more difficult. I began noticing how I didn’t have time for vacations or anything else. I was working like a dog and I knew that had to change.”

After expressing frustration at a dental conference, a fellow doctor raved about his experience with the Team Training Institute’s Hygiene Explosion Program. He admits he was skeptical. “I was suspicious because of the high promises The Team Training Institute made,” Dr. Kirchner said. *“I’ve been burned a lot in business by people over the years. When my Team Training Institute Coach told me she could increase my practice by \$100,000 by the end of the year, I laughed at her.”*

However, his production increased by \$100,000 in 3 months and \$600,000 by the end of the year. **In his first full year with The Team Training Institute, he hit over \$2 million in revenue.**

After joining the Blue Diamond Coaching Program, he quickly he ascended to the CEO Mastermind Group in 2019. “What intrigued me about Wendy and Dr. Meis is that they worked in the dental field,” Dr. Kirchner said. “It wasn’t like the other consultants ... most of whom didn’t know what it was like to work in an operatory. When I heard that Dr. Meis had grown Mortenson Family Dental Practice to 125 offices, that excited me. I felt like this was the missing piece. I hadn’t met anyone who had done it until The Team Training Institute.”

In 2019, with one office, he reached \$2.4 million. In 2020, he purchased his second and third offices, topping \$3 million.

Here are 5 key strategies Dr. Kirchner used to make the leap:

1. **Trust the process.** Like most dentists, Dr. Kirchner struggled a bit with giving up control. But he didn’t let that stop him. “I had the mindset that I was paying good money to get this advice,” Dr. Kirchner said. “And if I didn’t listen to TTI, then it was pointless. I put my faith in what they told me to do, even though I was

very scared. Because they had been there and done that, I trusted that it would work out. After the first training, I knew they knew what they were doing.”

2. **Set a higher standard in patient care.** Dr. Kirchner and his team are taking better care of patients since joining The Team Training Institute, and the difference is significant. “Before TTI, we weren’t doing any of the stuff they teach,” he said. “We were doing a little fluoride and perio was okay, but since TTI, we have added \$20,000 to \$30,000 a month in teeth protection services. When patients walk out the door, they feel like they’ve received a higher level of care and feel they’re more valued than before.”
3. **Put systems in place.** “Refining the first office and getting the systems down made the second office pretty easy,” Dr. Kirchner said. “There were hiccups, but it has not been very stressful. For example, I was in my second office last Friday to do some administrative stuff, but I hadn’t been in there in 5 weeks. It takes very little time for me now. My office manager just follows the systems that The Team Training Institute gives her and she makes it run.”

“Since joining The Team Training Institute, I’m much more profitable,” Dr. Kirchner said. “We’ve increased profitability by 10% _ the only reason we haven’t done more is because we are in a high growth mode. Without TTI, I’d have a lot more stress. I’d still be plateauing and have a ‘Chicken Little’ mentality. Now, I’m working less and enjoying life more.”

4. **Get the right people on the bus.** “I had one person who had been here for probably 30 years,” Dr. Kirchner said. “I told her to get on board or go work somewhere else. She left, and we got someone else. *Once I got rid of that person, the practice went up a couple hundred thousand dollars a year without changing anything else.*”
5. **Tiger-Proof Your Practice™.** When he started with The Team Training Institute, Dr. Kirchner worked 5 days a week in dentistry. He discovered that he was a chokepoint on his growth – he had run out of doctor capacity. Plus, it put his practice at great risk. If he was out for any reason, dentistry would grind to a halt. After hiring his first associate (following our systems), he cut his work to four days a week. He’s currently hiring a third doctor, to get down to three days a week. “At some point, I’d like to get down to two days and then just do administrative stuff, because I really enjoy the business side.”

