

## Efficiency Coaching Program

Teague Principles LLC's dental practice Efficiency Coaching Program is designed to provide you access to the skilled, honed and proven business practices, experience and wisdom of Dr. Evelyn Teague Samuel. Why is this important and how does this benefit you?? First, it provides you with a seasoned coach who's been there and done that (see below). Dr. Samuel's program and coaching techniques decrease the time it takes to learn valuable business lessons, all of which affect your bottom line! Second, the program provides practice management systems, principles and knowledge to increase your overall practice effectiveness. Third, the program is structured to assess and meet your individual practice needs, as each practice is as unique as the dentist and teams that operate them. All of these attainable benefits equal better service provided to your patients, a more profitable business and a better life overall. Every business person desires this, and you can certainly have it!

### *About Dr. Samuel . . .*

Dr. Evelyn Teague Samuel is a gifted dental clinician and ultra-savvy businesswomen, bringing a decade and a half of dental practice experience and business wisdom. Connecting with people of all ages and walks of life, she provides her inspirational life message and mantra of planning, perseverance and excellence in all things. She owns and operates Teague Principles, LLC with the express purpose of reaching and equipping business professionals and medical practitioners with the necessary life skills, knowledge, and proven systems to succeed in their chosen field or calling. Serving as a personal and tangible exemplar of her message, Dr. Samuel blends real-world examples with humor, wit and insight to provide hope, balance, renewed drive and attainable results in business and life. Her freshly-published book, *"100 Things I HATE/Love about Dentistry, A professional's guide to efficiency, profitability, and sanity!"* is an assembly of practical vignettes designed to inspire and instruct business professionals through their everyday challenges.



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As an experienced businesswoman, Dr. Samuel is the owner of Evelyn F. Teague D.M.D., P.C. For eight years she did business under the name of, and was the creative force behind, Park Place Dentistry: a practice launched from conception with her trademark vision and fortitude. Graduating with honors from Alabama Agricultural and Mechanical University with a Bachelor of Science degree in Zoology in 1995, Dr. Samuel received her Doctor of Dental Medicine degree from the University of Alabama School of Dentistry in 1999. This was followed by a post-doctoral residency in Advanced Education in General Dentistry at Howard University College of Dentistry.

Achieving her lifetime goal of becoming a dentist, Dr. Samuel set out to create and provide excellence within her chosen field. Committing numerous hours to continuing education each year, such as advanced cosmetic and neuromuscular dental studies at the world renowned, Las Vegas Institute for Advanced Dental Studies, she is always at the forefront of new and cutting-edge technology.

During her eight years as a solo practitioner and practice owner, Dr. Samuel ran a highly efficient office achieving record growth, productivity and an astounding 98% collection rate for services provided! Yearly statistical business analyses of Dr. Samuel's dental practice consistently revealed her business was in the top one percentile (of comparably-sized dental offices in Alabama and Georgia) for efficiency, service and performance! Even more remarkable, Dr. Samuel's business was profitable from the moment she launched it, posting 32 consecutive quarters "in the black" and attaining an average growth rate of 20% for each of the eight years of her leadership!

Dr. Samuel's passion for the art of dentistry, coupled with her innate and tested business savvy makes her an entity sought after by colleagues and other business owners. Dr. Samuel simply knows what works and she is an effective business coach, guiding and inspiring efficiency and success for professionals in dentistry, medicine and many other business fields.

A member of several dental organizations including the American Dental Association and the American Academy of Cosmetic Dentistry, Dr. Samuel takes great pride in enhancing smiles, changing the lives of her patients, and helping colleagues to obtain their ideal practices. In addition, she is a featured doctor in the book, *The Art of Creating Practice Success* by Dr. Bill and Carolyn Blatchford (Blatchford Blueprints, Copyright 2009). In her spare time, Dr. Samuel enjoys reading, traveling, exercise, and spending time with her husband and son, James and James III.

## **Four Tiered and Cumulative Coaching Programs:**

### **1. The "Launch" Program (6 months)**

#### **The Business of the Business**

- Insurance and verification (Forms)
- Financial Arrangements

- Documentation
- Fee Schedule (Setting)

### **Team Dynamics**

- Training
- Hiring
- Position Descriptions

### **Office Organization**

- Basic Setup
- Office Checklists (Operatory Inventory/Doctor Procedures)
- Front Desk Manuals (for office protocol)

### **Marketing**

- Internal
- External

### **The New Patient Experience**

- Patient Arrival
- The On-time Team
- Scheduling & Exercises
- Patient Amenities (Blankets/Aromatherapy/Sunglasses/Headphones)
- Relay System
- 3x Treatment Recommendation
- Patient Dismissal

### **Office Flow**

- Meetings
- Morning Arrival/Responsibilities
- Office Etiquette- No food at front desk, no personal conversations over/in front of patient, handling of solicitors, appearance of office/cleanliness

## **2. The “Up & Running” Program (6 months)**

- Includes tailored portions of The Launch Program, Customized Treatment Plan for the Office & an In-office Workshop

## **3. The “Next Level” Program (6 months)**

- Includes tailored portions of The Launch Program and the “Up & Running Program” and:
- Vision/Purpose Development

- Determining Your Office Philosophy
- Establishing Practice and Life Balance
- Advanced Team Dynamics
- Team Assessments
- Patient Relations
- Training
- Hiring
- Position Descriptions
- Office Protocol
- What do they see when they see you coming?
- Scheduling
- Template Appointment Book
- Stellar Customer Service
- How to get patients and KEEP patients
- Phone Techniques
- Call Monitoring/Mystery Call Shopping (Know what your team is saying)

#### **4. The “Efficiency Maintenance” Program (Duration: Ongoing)**

- One-on-one executive call coaching
- Office Progress Monitoring
- Access to Online Webinars and Office/Team Courses

#### **\*\*Each program contains the following contents for new clients:**

- Dr. Samuel’s book, 100 Things I HATE/Love About Dentistry
- Five (top business owner) recommended books, included in cost of package
- Leather Portfolio with systems and agreements
- DVD on practice ergonomics.

**Your office *is* a winner.** *“I want to work with winners! Everybody wants to work with winners! Right?”* Dr. Evelyn Teague Samuel