

## Testimonial:

In June 2008 my life changing plans had began to fall into place. I moved my family from Hertfordshire to the countryside of Suffolk. The sleepy ways of life were a big change to my wife and me however the intention of this move was to buy my first dental practice and create an amazing future for ourselves and our daughter.

Running a practice was not as easy as I thought it would be. My diary was empty and the staff were unsure of the change in principal. I suddenly learnt that despite reading all the BDA books and taking advice from whoever I could this was not enough when it came to being a new business owner. I was used to being a dentist and having two roles was a different story.

I first met Laura at the end January 2009. At this time I had owned my practice for 8 months. The stress was being to show. I had extended the practice opening hours and was now providing dentistry for busy people which had filled my books. However I was spending most evenings and weekends attempting the practice management side. Examples of this were creating the cross infection guidelines alongside the sterilization – I was typing this up and printing it out for the team to action.

When I heard Laura speak I knew she had plenty of knowledge to help me. Everything she was talking about during her lecture made me want to contact her immediately! I contacted Laura and asked her to provide mystery phone calls to my reception team. The results were as I expected. None of the team had been provided with any type of training by my predecessor and action had to be taken.

After a detailed consultation with Laura we confirmed that communication was only a fraction of my concerns. I had no systems, no team roles or responsibilities, I was overstaffed during the day and then understaffed during my late evenings, I did not have a practice manager and Laura confirmed I did need one, the patients experience needed a lot of time and attention - to name a few.

In March 2009 I embarked on a 14 month programme with Laura and here are a few examples of what we have implemented/covered:

1. Placements of systems – a huge task as there were no systems at all!
2. Practice, personal and financial goals.
3. Team roles and responsibilities – now everyone knows what is expected of them
4. Placement of a PM – a big task again Laura helped me interview and find the right person
5. We have grown our communication skills a great deal especially our listening and body language skills.
6. How to handle new patient telephone enquiries – now we do not lose the NP's in comparison to how we did before
7. Placement of a Treatment Coordinator – how do practices live without this role?
8. The new patient experience – this is an amazing system
9. Photography training – good photos show how professional you are and my entire team can do this now too.

10. Marketing – Laura has put me in touch with the best people to create a fantastic website, she even wrote my content.
11. Leadership and delegation – This was for me I no longer spend my weekends writing up protocols
12. Bonus systems and practice financing – I am no longer in the red each month
13. Appraisals – Laura has done this for me and has now handed it over to my PM
14. Personality assessments – a great way to understand your team and communicate successfully with your patients.
15. Staff and dentist hours – this is now win-win for all of us.

After the first six months and a great deal of hard work from myself, my team and Laura everything is now falling into place the way I thought it would of done when I purchased the practice!

Laura is always on hand day and night to discuss anything I need. Laura provided me with her home number and even when she is on holiday she will communicate with me. She has an amazing wealth of knowledge and an answer for every question you could think to ask her!

If I compare myself now to one year ago I am a happy healthy 30 something business owner where as a year ago I was stressed, tired, overworked dentist who was missing quality time with my wife and daughter.

In would not hesitate to recommend Laura to anybody wishing to expand their dental business or make their practice a business rather than a service. Laura Horton has rekindled my passion for dentistry. I would like to end with a quote which sums up what Laura has done for me.....

**"At times our own light goes out and is rekindled by a spark from another person. Each of us has cause to think with deep gratitude of those who have lighted the flame within us."** *Albert Schweitzer*