

From the Kimball Consulting, Inc. archives:

# A CASE STUDY

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EMAIL:  
BILL.KIMBALL@  
KIMBALLCONSULTING.COM  
TELEPHONE  
(805) 460-0774

This Case Study represents only a few of the many aspects of our comprehensive coaching program. Call for more info. (805) 460-0774

## Dr. H: 19 Months With Kimball Consulting, Inc.

### THE CHALLENGE

#### FINANCIAL ARRANGEMENTS

The office had no clear systems in place. There were a significant number of old accounts (42% over 60 days) and no one knew exactly what to do with them. Dentistry was being completed but fees were often not collected - production figures far outstripped collection figures.

#### CANCELLATIONS

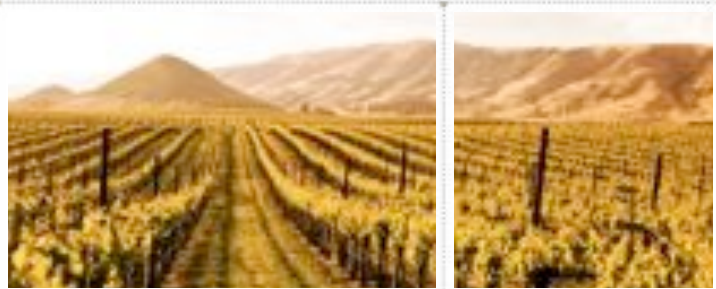
The staff complained about the high number of cancellations and no-shows. This placed a significant strain on the schedule and cut into production.

#### LOW PRODUCTION

Average production per patient was low, restricting the possibilities for growth in the practice.

*Dr. H owns a general practice in California specializing in cosmetic and family dentistry.*

*His team consists of two hygienists, two assistants and one business manager.*



These are not unusual results! They are typical of our average practice over this period.

# The Solution

## FINANCIAL ARRANGEMENTS

Dr. H and his team adopted the financial arrangements system suggested by Dr. Kimball. They instituted a pre-payment courtesy and started waiting for patients to respond to the financial options they presented before presenting more. Additionally, they adopted the Kimball collection policies.

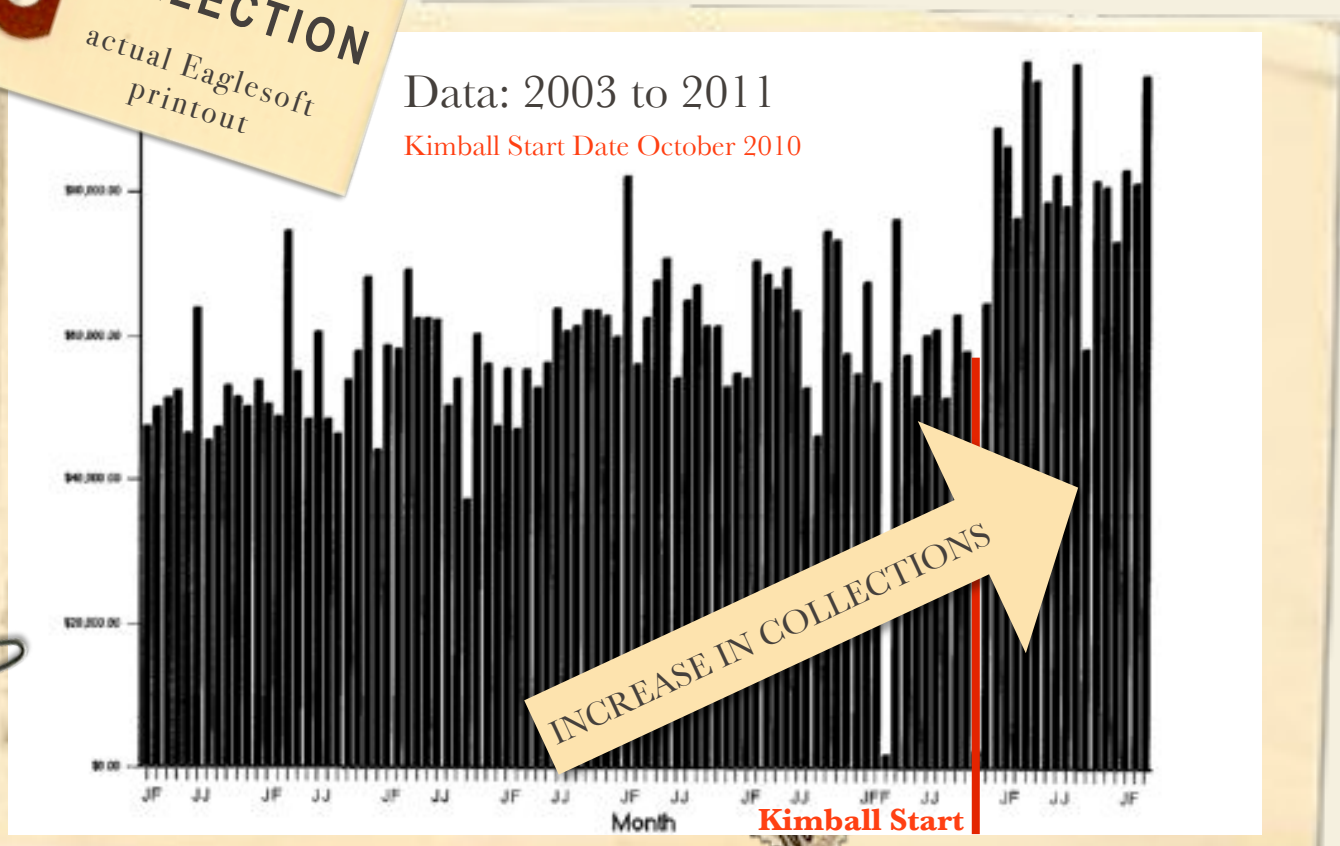
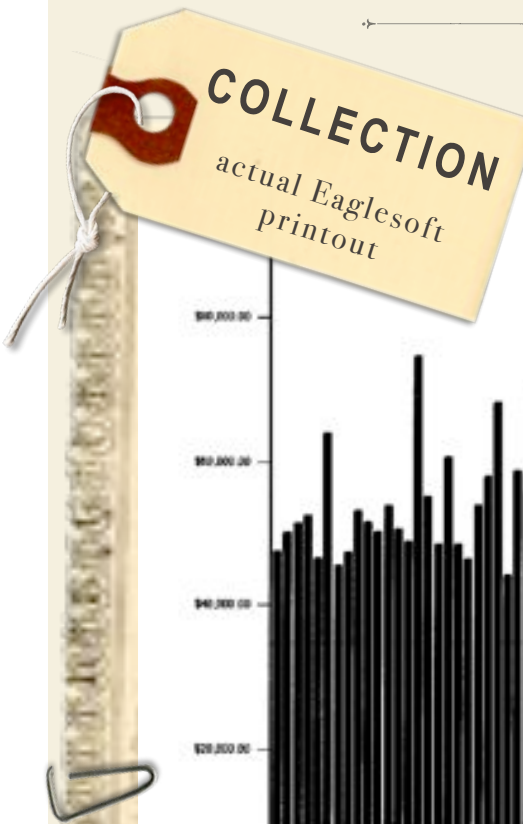
## CANCELLATIONS

The practice instituted consistent a two-strikes policy and a short-call list. Dr. H and his team also started to give patients specific reasons to come back - what we call 'Areas of Concern'. These AOCs were used when appointments were scheduled and reminder cards were sent.

## LOW PRODUCTION

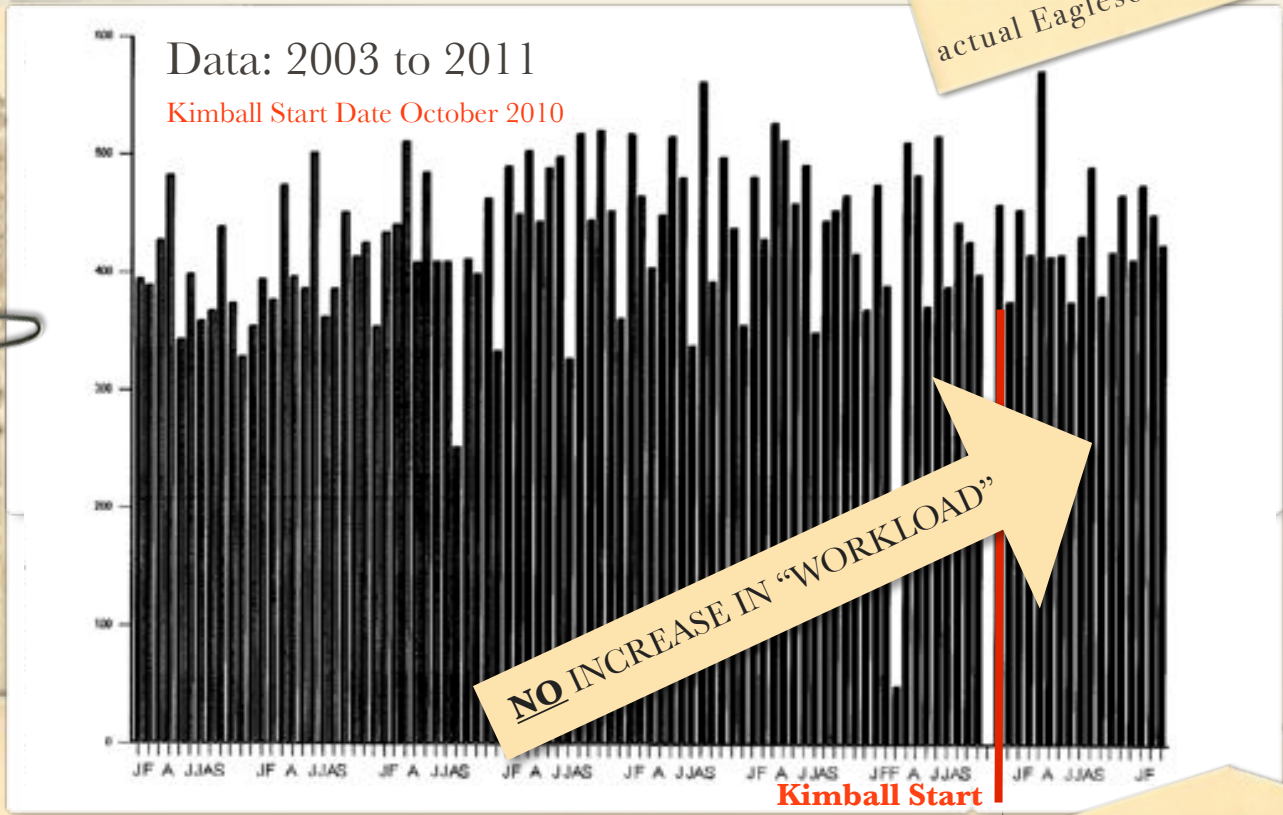
To raise production per hour, we had Dr. H and his team work on their case presentation skills. They practiced the Kimball System and presented more large cases and elective dentistry while maintaining their firm belief in the primary importance of the patient over the bottom line.

## THE RESULTS

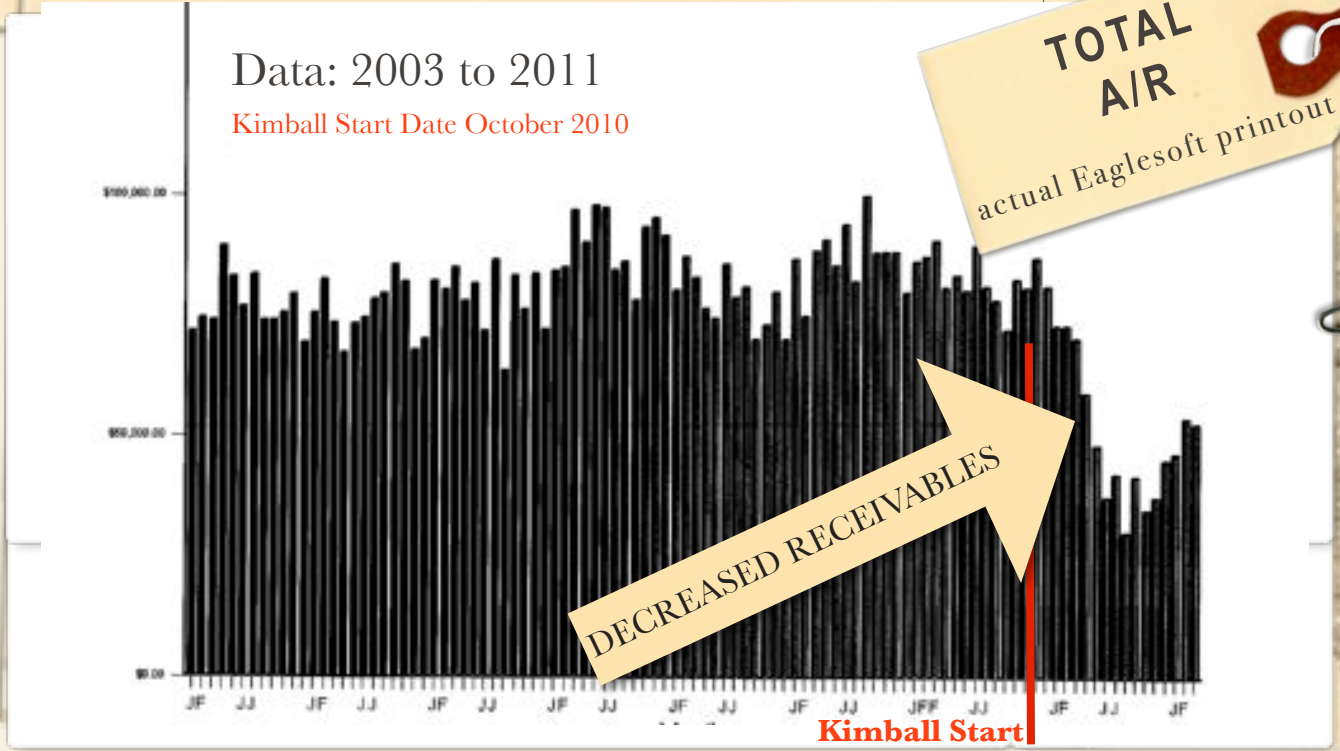


# CASE STUDY - DR. H

**PATIENTS  
SEEN**  
actual Eaglesoft printout



**TOTAL  
A/R**  
actual Eaglesoft printout



## The Results

### DR. H AND TEAM TAKE THEIR PRACTICE TO THE NEXT LEVEL

After applying Dr. Bill Kimball's recommendations, the graphs above show how Dr. H and his awesome team dramatically increased collections without having to increase the number of patients seen. By following the Kimball case presentation system, Dr. H's patients were accepting more preventative and optional cosmetic treatment. These larger cases were easily accommodated by improved scheduling techniques and the significantly lower number of patients who cancelled and had to be rescheduled. This put significantly less stress on the team and on Dr. H.

The new financial arrangements system reduced total A/R from a dangerous 1.5+ times

monthly collections down to a healthy half-of-a-typical-month's collections (see graph above), with patients often taking advantage of the pre-payment courtesy and outside funding sources.

Perhaps the the most notable improvement has been the increased teamwork and enjoyment at the office for everyone. The team was recently asked, "What made the biggest difference in your office?" Team accountability was their top answer. They enjoyed our meetings! This is what coaching is really about...helping the team see their own goals clearly and keeping them focused and accountable. It's not rocket science - almost any office can do this!



To learn more about how you can benefit from our practical and predictable coaching solutions, visit

[www.kimballconsulting.com](http://www.kimballconsulting.com)

or call

**(805) 460-0774**



*Dr. Bill Kimball*