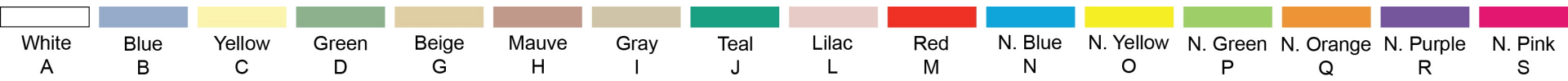


3 Simple Steps to Improved Dental Practice Efficiency

How to implement easy and affordable strategies to improve your organization, reduce your stress and improve your patients' experience of your practice.

Presented in partnership with



It takes a lot to run a successful dental practice: Excellent clinical skills, a top-notch team, efficient practice management and spot-on marketing to maintain a steady flow of new patients.

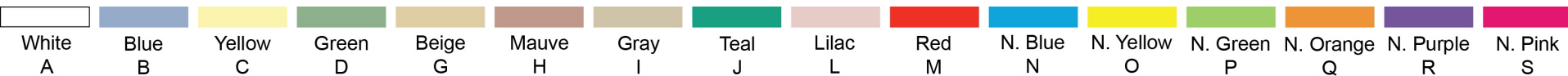
Feeling stressed? Follow these stress reduction tips provided by the Minnesota Dentist Assistance Program.

1. Exercise, eat well and get plenty of sleep.
2. Turn negative thoughts into positive: Each time you think something negative, force yourself to say something positive.
3. Learn to accept and give praise and compliments.
4. Remember that alcohol only masks the symptoms of stress. It doesn't relieve it.
5. Schedule time for vacations, time with family and friends, and time doing things you love.

With all of your team's responsibilities, simply keeping your practice organized can be one of the biggest challenges. But a disorganized practice can be one of the most challenging components to running a successful practice. Disorganization causes anxiety, saps energy and morale and turns an otherwise productive practice into a warren of efficiency killing problems.

If you're stressed out because you find yourself running behind schedule, or if you simply feel your practice could be more efficient, then you've come to the right place. In this brief EBook, we'll show you a few simple steps you can take to improve your practice organization, reduce stress, and ferret out all of those little efficiency killers that are keeping you from performing at your best. These steps are simple and affordable and, best of all, come with powerful ROI.

But first let's look at the real cost of disorganization.



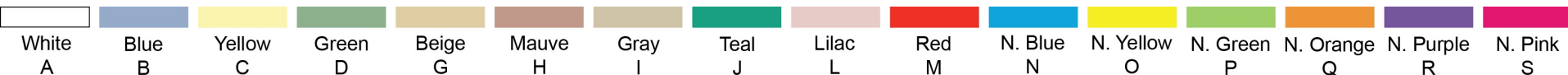
If you feel your practice isn't running as smoothly as it should be, you're not alone.



Gary Kadi, DDS

It's estimated that **95 percent to 97 percent** of dental practices don't feel they use organizational systems **efficiently**, according to Gary Kadi, clinician, educator and author of the book, ***Million Dollar Dentistry***. This lack of organization can affect every aspect of your business.

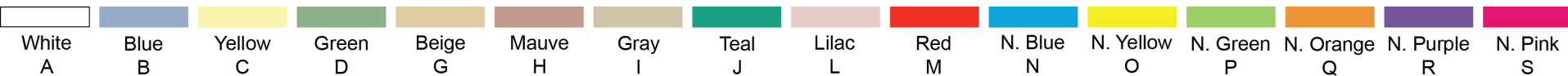
Let's look at a few of the ways that poor organization could be taking a toll on your practice.



1. It's negatively affecting your performance.

*The Dental Fears Research Clinic at the University of Washington reports that **20 percent of people experience dental anxiety**. Two thirds of these people attribute their fear to prior bad experiences. Don't let something as simple as poor organization contribute to patient anxiety.*

More than 83 percent of dentists say dentistry is “very stressful.” More than 60 percent believe it is more stressful than other professions. But in reality much of this stress is self-induced and preventable. Two of the leading reasons dentists report for this anxiety are running behind schedule and dealing with anxious patients. Each of these issues could be addressed by investing a little energy and time in creating a calmer, more organized practice environment.



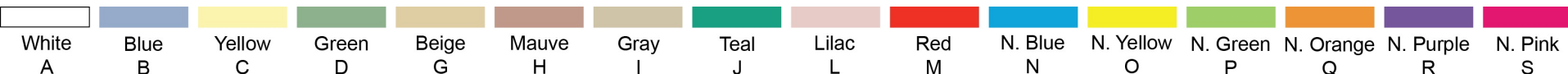
2. It's negatively affecting your staff.

It's estimated that every worker loses about 38 hours per year looking for misplaced items.

The stress placed on you and your staff by poor organization may seem difficult to quantify, but it has a real cost. According to a study conducted on behalf of the Brother International Corporation in 2010, every worker loses an estimated 38 hours per year looking for misplaced items, and 87 percent of workers said they felt less productive in a disorganized workplace.

A simple error such as a misplaced instrument may only add a couple of minutes to a patient visit. But over the course of the day, these minutes add up. One scheduling block spills over onto the next until you find yourself consistently running ever more behind as the day wears on.

This causes stress for you, which spills over onto your staff and, inevitably, onto your patients.



3. It's negatively impacting your patients.

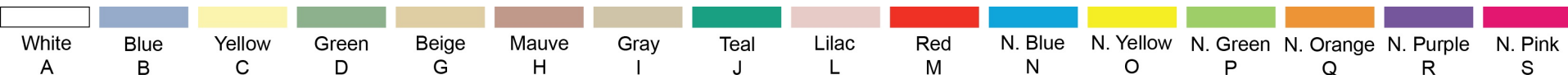


A dental visit is a stressful experience for many people, and when people are stressed they are hyper-aware of their surroundings.

A clean, well organized office and calm, confident team send a message of professionalism and allow you to devote your full attention to your patient. Searching for tools and preparing for procedures while patients are in the chair sends a message that you are not operating at your best, and that you are not giving your patient your full attention.

We all know word of mouth is a dentist's most powerful marketing tool, and patients who have a bad experience are more likely to tell their friends—or post a negative review online—than those who have a positive experience. Don't let something as simple as poor organization provide fodder for a negative review.

So what's a time-crunched dental team to do?



Fortunately there are tools and systems specifically designed to remove this stress for you.



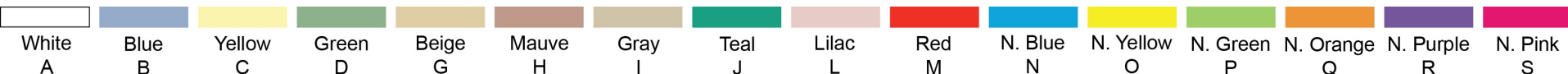
Get colorized

A color coding system is a simple and affordable way to improve practice efficiency. Click the URL below to learn more.

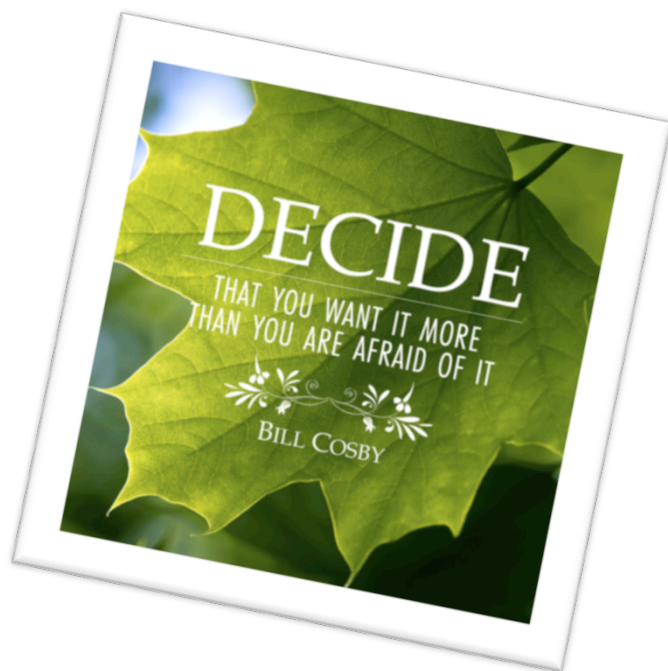
http://www.zirc.com/Files/color_guide.pdf

With a little commitment and a small investment of time, energy and money, you can quickly identify small changes in your behavior and organizational systems that can turn your hectic, stressful practice into a model of efficiency.

Let's look at what you need to do.

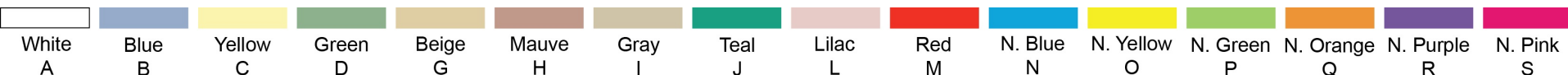


1. Decide you want to be more organized.



Every change begins with the decision to change. This may seem obvious, but the fact is most of us spend a lot more energy wishing for change than deciding to make it happen. Your intention may seem like a decision, but until you make a commitment to changing the behavior that's causing the problem, you will never see real change.

Most practices run with a certain level of dysfunction, those workarounds that appear to deal with a problem while really only masking it. **Once you identify the price of not changing, you will be truly willing to make the decision to change.**

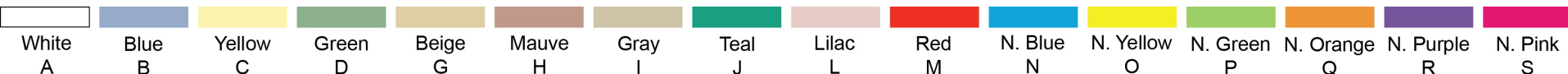


2: Involve your team in organizing and optimizing your operatory instrument system.

*In a case study, Zirc found that one practice that implemented its Color Coding and Material Management System saw direct savings of **\$117,000** in one year.*

The core of a dental assistant's job is centered on managing instruments and materials. Assistants are responsible for:

- Prepping treatment areas for procedures, ensuring the right instruments and materials are laid out to the doctor's preference.
- Providing the doctor with the instrument, equipment or material he or she needs at the exact moment the dentist needs it.
- Collecting and sterilizing used instruments, cleaning and disinfecting the treatment room, and putting sterilized instruments in storage.



In an efficient, well organized practice, this process is performed several times a day like a well-choreographed dance.

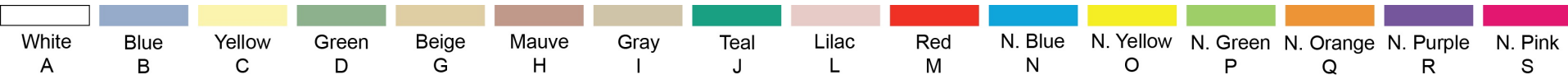
[Want more efficiency tips? Check out the Zirc blog.](http://www.zirc.com/blog/)

<http://www.zirc.com/blog/>

Assistants not only have to learn the specific instrument and material requirements for every procedure, they also need to know the dentist's preferences. In a practice with more than one dentist, the job is even more complex.

That's why a change as simple as implementing an operatory color coding system can make major improvements in your practice's efficiency. Dental products manufacturer and color coding specialist Zirc Dental Company reports that dental practices that implement the company's system not only see improvements in efficiency and reductions in stress, but a real and measurable financial return on investment.

In a case study, the company reports on one practice that saved \$117,000 in its first year using the Zirc Dental Color Coding and Material Management System.

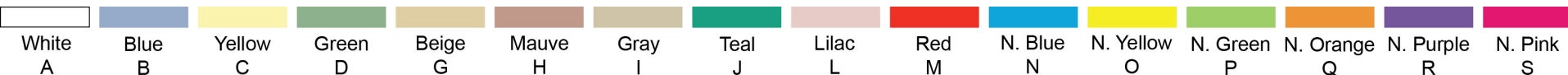


A change as simple as implementing a color-coded operator organization system can increase your employees' productivity and reduce their stress.

Beyond offering product solutions, Zirc offers consulting services that can immediately help you identify and begin fixing the efficiency killers in your practice. Learn more about all of Zirc's products and services here.

Employees can focus on their tasks instead spending time looking for instruments or materials. Implementing an operator organization system makes it easier to train your clinical staff, and a more organized clinical team translates immediately into less stressful, more focused procedures and a better patient experience. In addition, less time training means more time being productive.

With your new, easy-to-navigate office, training new employees will be less confusing and overwhelming. Less time training means more productivity in the practice. Less frazzled and more proficient employees will in turn reduce your turnover rate.



Think in color



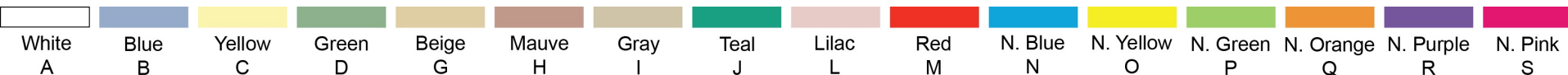
Try a system on for size—for free

Zirc Dental Company offers dental practices an opportunity to try its organization system for free. You'll receive a **Z.O.B.E.** (*that's a **Zirc Organizational Box of Efficiency***), featuring more than 20 of Zirc's Color Coding products that you get to use for one week. When you're done, just ship it back at no charge to you. You'll also get a free consulting session with one of the company's Efficiency Experts.

By implementing and committing to a color coding system, all dentists and assistants know exactly which instruments belong to which procedure and/or treatment area.

In a properly color coded practice, a new assistant or a temp should be able to get up to speed almost immediately, saving time and reducing frustration and stress.

By saving time and reducing stress, you are positively impacting the flow of your practice schedule and your ability to focus on what matters. **This all adds up to higher levels of profitability for your practice.**



3. Streamline your sterilization system.



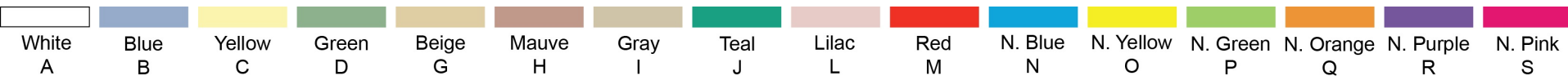
A Simple Fix

[Zirc's E-Z Jett® Cassette System](#) can cut 5 to 10 minutes from every appointment by eliminating the scrubbing, sorting and searching of dental instruments.

The open sterilization center is a key feature of modern dental practice design. The centralized sterilization center improves efficiency by allowing rapid access to sterilization equipment and puts your commitment to cleanliness on display for your patients. When advising on how to find the best dentist, WebMD advises readers to diligently observe if the office is clean, neat and orderly and if the equipment is properly sterilized.

But sterilization and prepping still takes hours a day. What if you could move that time into more profitable areas? With an organized system such as Zirc's Color Coding and Material Management System, you'll encounter less time wasted and fewer mistakes. Instrument cassettes, such as [Zirc's E-Z Jett® Cassette System](#), provide a simple way to sterilize, transport, store and prep instruments. At less than \$50, this is an investment that can be returned in as little as one month.

[Watch this brief video to see how proper storage helps ensure proper sterilization.](#)



3. Improve your inventory management

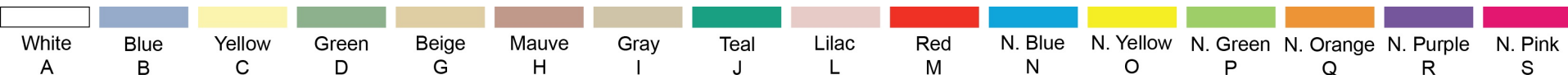
A disorganized inventory results in over-purchasing materials, wasting time searching for materials and a nerve-racking work environment.

Think of the amount of time and money you spend managing your inventory. Being on top of your inventory is vital so you're not wasting money on materials that wind up expiring because you've over-ordered; or running out of materials you need for the day-to-day operation of your practice. A disorganized inventory results in over-purchasing materials, wasting time searching for materials and a nerve-racking work environment.

Microsoft's Midsize Business Center reports that most companies could save as much as 35 percent on their inventory costs simply through better inventory management.

Again, Zirc's consultants can help you review your inventory methods and suggest simple ways to save you money, time and stress through positive improvements.

By taking an honest look at the current state of your organization, identifying the areas that could use improvement, and implementing a simple and affordable organizational system like the Zirc Color Coding and Materials Management System, you can quickly and easily see major improvements in the efficiency, morale and reputation of your practice.



It's that simple

By taking an honest look at the current state of your organization, identifying the areas that could use improvement, and implementing a simple and affordable organizational system like the Zirc Dental Color Coding and Materials Management System, you can quickly and easily see major improvements in the efficiency, morale and reputation of your practice. [Check out the free guides below to learn more!](#)



[Materials Management](#)

Try these helpful tips with one procedure at a time and see the results. Lower your inventory levels, decrease the clutter and work more effectively.



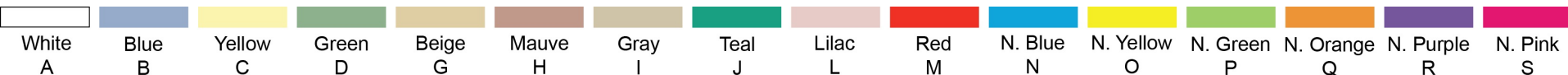
[Color Management](#)

Think in Color. Save in Time. Color coding can make training effortless and communication flawless at the dental practice.



[More Stuff](#)

Learn more about Zirc's techniques and products by checking out our resources page full of videos, articles and product reviews.

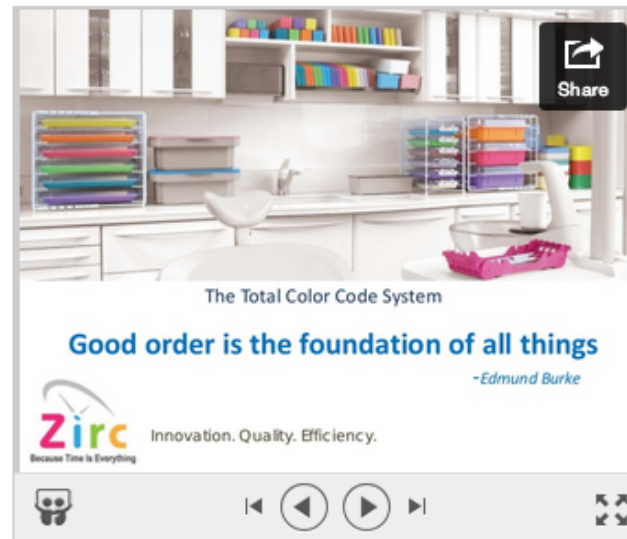


Breakthrough Case Study

This office saved \$117,000 in one year!

They did this by using Zirc's Color Coding & Material Management techniques along with utilizing Zirc products in their practice.

See the data and remarkable results in the presentation below.



[Click here to read the case study.](#)

