A Tale of Two Dentists

Which Dentist Below Used a Simple "Tinkering" Experiment To Out Produce His Town's Most "Popular" Dentist By 1,248.97%?

Dr. Michael Masters

Dr. Tom Davis

From the outside looking in, Dr. Michael Masters and Dr. Tom Davis appear no different than your "average" dentists. They both work a few days a week. They both take a few weeks off a year. They both have a family with two kids in college.

Dr. Davis is, by far, the most well-known dentist in town. He's one of those dentists who shows up everywhere. Dr. Masters is far less well-known. He is much more reserved and doesn't really enjoy "getting his name out there" quite as much as Dr. Davis does. If he could just spend his days doing dentistry, he'd be happy.

Over the years, Dr. Masters has tried just about everything to keep his practice growth on an upward trajectory. So has Dr. Davis. They've hired all the gurus, worked with all of the experts, attended all of the trainings. While each of those endeavors did provide *some* benefit to their practices, none of them delivered the "flood of success" that was promised.

Dr. Davis wants to find the next big thing that's going to drive the growth of his practice. He continues to attend a lot of workshops, goes to plenty of trainings, is in two different guru programs and works with one of the veteran dental consultants.

Dr. Michael Masters decided to try something else. He always felt like he was sitting on a goldmine in his practice, but that he was working way too hard for what he was getting. He's a technical guy who likes numbers and studying things, so instead of following Dr. Davis' plan, Dr. Masters decided to study his own practice and see what he could start tweaking.

At the time Dr. Masters made his decision, his practice was doing about the same as Dr. Davis'.

For every 27 calls that came in from potential patients, here's what happened:

Incoming Calls, aka "New Patient Opportunities" (NPOs)	27
Answered Calls	67%
Appointments Made	45%
Appointments Attended	75%
Cases Accepted	39%
Average Value Per Patient	$1,500

As you can quickly see, for every 27 incoming calls, they each ended up with two new patients. Those two patients produced a total of $3,000 in revenue.

Dr. Masters' Four Week Experiment

While Dr. Davis was "staying the course" and continuing his search for the last and greatest practice growth hacks, Dr. Michael Masters started doing what he does best: **tinkering**. But he wasn't tinkering with his clinical skills or the services he offers to patients, he started tinkering with how his practice operates.

He was going to conduct a four week experiment to see how much impact a "tinkering" dentist could make on results.

He decided to **limit** his focus to six metrics:

- New patient opportunities (that's what he calls an incoming call from a qualified patient)
- Answered phone calls
- Appointments made
- Appointments attended
- Accepted treatment
- Average value per patient

There were only two rules Dr. Masters set for his experiment:

1. He could **only** make changes to parts of his practice involving the six metrics he was tracking.
2. **No change could require ANY ongoing additional "manual" labor** by him or his staff. Only process refinements were allowed. Dr. Masters didn't want results at the expense of him having to work harder. He wanted results that allowed him to work LESS.

Dr. Michael Masters was looking for **big** results. He really wanted to triple or quadruple the production of his practice. He felt all of the pieces were there but that they just weren't performing up to their potential.

Unfortunately, he wasn't able to triple or quadruple any of these numbers. At best he was able to double a few of them. Most he was able to improve by 10-15 percentage points.

By the end of Dr. Masters' experiment, here's what the numbers said.

He was able to almost double (using more effective online and offline media) **his number of incoming new patient opportunities from 27 to 59**. When Dr. Masters first saw this improvement, he thought he was off to a very fast start. And his mind began to race about what would happen if he could improve every other metric in this same fashion!

Unfortunately, the rest of the numbers did not respond quite the same way Dr. Masters' first one did...

By reconfiguring how his staff paid attention to incoming calls, he was able to boost his answered call percentage from 67% to 85%.

Through a detailed study of how his staff members were speaking with potential patients on the phone, Dr. Masters refined his approach to making appointments and increased his **appointments made percentage from 45% to 71%**. Not only was this easier for his staff, but it made their day far more enjoyable to hear the increased number of "Yeses" rather than to sit all day listening to prospective patients explain why they didn't want to schedule...

By redesigning how prospective patients were treated from the **first** moment they called the office, Dr. Masters was able to increase his show rate (appointments attended) from 75% to 96%.

After working through his former dislike of "selling" and deciding that he would reframe the entire topic as simply an opportunity to truly serve his patients, Dr. Masters bumped his case **acceptance percentage from 39% to 72%**. (While this result was completely unexpected, mainly because Dr. Masters doesn't like to "sell," he expects this number could go even higher as he becomes more familiar with his new approach to helping patients. He feels far more

confident doing things this way, the patients actually ENJOY the experience and say YES far more often.)

Despite his best efforts, Dr. Masters **only managed to increase his average patient value from $1,500 to $1,650**. So while that is *technically* an improvement, it is not the "huge" type of result he was looking for.

Here is a comparison chart showing where Dr. Masters began and where he ended up…

	BEFORE	AFTER
Incoming Calls, aka "New Patient Opportunities" (NPOs)	27	59
Answered Calls	67%	85%
Appointments Made	45%	71%
Appointments Attended	75%	96%
Cases Accepted	39%	72%
Average Value Per Patient	$1,500	$1,650

At first, Dr. Masters thought the results of his experiment were well above average but not fantastic. Short of the increase in new patient opportunities and case acceptance, nothing else really jumped out as a life changing improvement.

When he looked deeper into the numbers, however, he noticed something alarming:

Before the experiment, it took 27 incoming calls to get 2 patients equaling $3,000 in revenue.

By the end of the experiment, his doubled number of incoming calls (59) actually resulted in multiplying his number of new patients by a factor of twelve...and multiplied his revenue to $40,469!!!

His experiment, while it didn't feel earth shattering to him at the time, resulted in a **production increase of 1,248.97%**. Dr. Masters had discovered a strategy that eventually came to be known as his "Money Funnel." It's a counterintuitive strategy for creating breakthrough results using incremental improvements across six practice metrics.

While Dr. Tom Davis continued on with his search for “the next big thing,” Dr. Michael Masters **completely** transformed his practice in just a few weeks.

Even though the story of Dr. Michael Masters and Dr. Tom Davis is a dental parable of sorts, the results achieved by Dr. Masters using his “Money Funnel” strategy are completely **real**.

This strategy is extremely effective and can transform entire practices in a very short period of time. How do we know it works?

We know, because we invented it and we’ve seen it happen.

Can Answering 18% More Phone Calls Really
Lead to a Production Increase of 1,248.97%?

Can boosting **your** phone call answer rate by 18% percentage points really lead to a production increase of 1,248.97%?

The short answer is NO. The longer answer is YES, provided you are making incremental changes in the other important areas of your practice.

As the story of Dr. Masters illustrates, this approach transforms the incremental improvement into EXPONENTIAL growth.

Unfortunately, most dentists are blind to the power of multiple incremental improvements because they think they have to find some BIG secret in order to boost their results.

As you can see from the story in this letter, that couldn’t be further from the truth.

What Results Could You Achieve By Activating
the “Money Funnel” Strategy In Your Practice?

You’re receiving this letter because, at some point in the past, you reached out to us at SmartBox looking for ways to grow your practice.

Activating the “Money Funnel” strategy is just one way you could make that happen.

If you’re still serious about growing the future success of your practice, then consider this your invitation to schedule a complimentary **Practice Growth Call** where we will show you just what could happen with the **Money Funnel Strategy** installed in your practice.

During the call, we’ll talk about the current state of your practice, what you’re trying to achieve and the obstacles that are keeping you from reaching those goals.

In addition, we'll show you what could happen to the future of your practice with a powerful implementation of the Money Funnel strategy.

While this invitation is being sent to thousands of dentists who have "raised their hands" and expressed interest in our services, we only have a limited number of **Practice Growth Calls** available.

To check availability and schedule your call, please visit the web site below:

===> **www.PracticeGrowthCall.com**

What happens if you end up boosting your production by 1,300% without working any harder? How could that transform your future?

Schedule your Practice Growth Call today and we'll help you discover the answer to that question.

Keep moving forward,

Colin Receveur, CEO
SmartBox Dental
www.PracticeGrowthCall.com