



It's Just A [Business] Decision...

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As owners of small businesses, we all make business decisions on a regular basis. These decisions can be good ones or they can be bad ones. How do you tell? The results of a business aren't always easily tied to each decision. Many things come together to produce the results, so how do we determine if our decision was a good one or not?

One business decision is hiring an employee.

When choosing to hire someone, there is typically a specific set of duties that have to be performed. The decision on hiring can sometimes be based on perceived personalities, strengths and abilities. One may make this decision to hire based on their perceptions during the interview. Once that person is hired, their work should contribute to better success in the business. If their work is seen as adequate and the business is moving forward, it could be viewed as a GOOD business decision.

However, what if the OPPORTUNITY existed to have a different person in that position, who cost more money, but was twice as effective, because

she contributed to a stronger team and helped to get the best out of her team mates? Suppose her attitude and abilities pushed the organization forward with not only increased production but also created a better culture. Then that would have been a GREAT business decision.

Another business decision in the dental office is to appoint someone to manage supplies and supply overhead.

Supplies are critical to daily production. They are also a significant overhead expense. Every time a dental office performs a procedure, they consume a certain amount of supplies. Managing this process is important. One business decision is to appoint an employee to monitor these

items and purchase them at the highest possible savings per item. This appears to contribute to a lower supply cost. That's a common business decision.

Consider though, in this situation, if the employee focuses her time, talent and gifts toward saving on supplies and managing supplies, she may lose the opportunity to focus that same energy on gaining more chair time to see additional patients with billable procedures. If the average hour of chair time earns \$350, then adding one more billable procedure a week would generate \$16,800 per year. If you back out supply and lab overhead, the profit would be \$14,112.00. If the employee were able to delegate the supply management to a business partner in order to generate an additional \$14,112.00 in profit for the practice, she would be making a Great Business Decision. If by doing this, she could use her skill to gain one more billable procedure per day, she would generate another \$64,000 in profit for the practice, hiring her would have been a GREAT BUSINESS DECISION!

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We all have to make regular business decisions and they don't always deliver the results we hoped for. The important aspect in making a business decision is to know what you are trying to achieve, then look at all the opportunities that exist in the options you are deciding on. Sometimes a business decision may appear to cost more on paper, but actually produces better financial results or improved quality of life.

Consider an NDI rep and what they do on a daily basis. They call on 80 – 100 other offices in a given area. They are exposed to lots of ideas, and ways of running a practice. They see the successes, failures, the excitement and frustrations of many practices.

At NDI we understand how important your financial success is to you. It's equally important to us. We will work hard to be a partner in your practice to help you achieve your unique goals for your practice.

From the products we present, to the solutions we bring, We commit to always being A BETTER BUSINESS DECISION.



es. The NDI rep is trained on supply management as well as the business of dentistry.

Consider the business decision of choosing to make the NDI Rep a member of the team by allowing them to supply the office with clinical supplies. What would it contribute to the practice to have a new team member who knew the doctor's goals, could manage clinical supplies and overhead, but also share ideas,

helping to encourage and push the team in ways to hit those goals? What value might that bring to the bottom line?

That may be a GREAT BUSINESS DECISION!

