



Ownership Resources on ADA® Center for Professional Success™

Please note: this is just a sampling of the most popular of the available resources. We realize each dentist is an individual, and may have very different needs and wants. Always visit Success.ADA.org for more information, or contact us at centerforprofessionalsuccess@ada.org if a specific resource cannot be found.

Survey of Dental Fees

<http://success.ada.org/en/practice-management/finances/survey-of-dental-fees>

The downloadable *Survey of Dental Fees* covers material collected in 2016 from the 1,695 responding dentists. The survey sample was a simple random probability sample of 13,000 dentists in private practice, which included both member and non-member dentists.

Guidelines for Practice Success™ (GPS™)

<http://success.ada.org/en/practice-management/guidelines-for-practice-success>

As it becomes more complicated to run your practice, the ADA has developed ethically-based, voluntary practice management guidelines to help your practice succeed. These guidelines cover a broad range of topics, such as marketing, team management, finances, patients and regulations impacting dental practice.

Dental Records

<http://success.ada.org/en/regulatory-legal/dental-records>

The dental record serves to provide continuity of care for the patient and is critical in the event of a malpractice insurance claim. State and federal laws determine how the dental record is handled, how long it is kept, and who may have access to the information. The downloadable whitepaper includes information regarding records management and additional helpful resources and references.

The Most Frequently Asked Dental Benefits Questions

<http://success.ada.org/en/dental-benefits/cdbp-faq-series>

Understanding the ins-and-outs of patient's dental benefit plans, can be a complicated and frustrating task for many dental offices. Find answers to the most commonly asked questions to assist your dental team in handling the benefits needs of your patients in the proper manner. Included are downloadable sample patient letters and instructions for how to file an appeal.

Why is this Practice for Sale?

<https://success.ada.org/why-is-this-practice-for-sale>

Buying a practice is an exciting time. Among all the critical issues like location, size, condition and patient base, don't overlook asking why it is for sale. This is important, as it will help you to calculate goodwill.

Guidelines for Developing Business Plans

<http://success.ada.org/en/practice-management/finances/guidelines-for-developing-business-plans>

If you're looking to create a business plan for your dental practice, you can follow the same general guidelines that any other small business would follow. You can download a checklist version of *The Components of a Business Plan* and print it for your personal use.



Maximizing Referrals

<http://success.ada.org/en/practice-management/marketing/maximizing-referrals>

You will always have a small group of patients who will consistently refer patients to you. Treat your patients as if they are the most important person and assure them that their business is appreciated. Here are several tips for how to maximize referrals.

Grow Your Practice with Digital Media

<http://success.ada.org/en/practice-management/marketing/grow-your-practice-with-digital-media>

Do you have a website for your dental practice? If you don't, prospective and current patients may be disappointed when they search for your practice online to no avail. In today's digital society, many customers expect the businesses they frequent to have at least a basic website, with contact information and office hours listed. Dental patients are no different.

Social Media: Five Rules of Engagement

<https://success.ada.org/en/practice/patients/marketing/social-media-five-rules-of-engagement>

Does your practice maintain a website or social networking page? If so, the person who manages content—you or someone from your staff—should keep these five rules of engagement in mind.

Internet Marketing: Redefining How Dentistry is Practiced

<http://success.ada.org/en/practice-management/marketing/social-media-five-rules-of-engagement>

To learn more about Internet marketing and how to use it to service your existing patients while also growing your practice, listen to Episode #1: *Internet Marketing*, a podcast created by the ADA and featuring Dr. Keith Rossein, president of International Dental Consultants, a partner in WebDentalMarketing.com, the editor of Implant New & Views and a speaker for the ADA Seminar Series.

Associateships: What, How and Who?

<http://success.ada.org/en/career/associateships-what-how-and-who>

A common form of dental employment is an associateship, where a dentist works as an employee of another dentist, or a group practice. An associateship is commonly structured around the transition of a practice but it would be a mistake for either party to assume that transition is a given. Make sure when you're looking for a position that you pay attention to what the owner dentist's long term goals are too; they should agree with your job search priorities.

Tips for Dentists Who Struggle with Work-Life Balance

<http://success.ada.org/en/wellness/work-life-balance-overview>

Attaining work-life balance in dentistry does not have to be a difficult task. This is especially true if you own your practice because it allows you to schedule patient appointments at convenient times. If you're feeling stressed, take some time to step back from your life and see what you can do to strike a balance between the two, including taking a little time for yourself.