

From: AACD <[REDACTED]>

To: [REDACTED]

Subject: \$300,000 in Missed Opportunities

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Recent polling of dentists around the country showed that **98% of dentists/practice owners fail to train their team effectively in customer service and schedule management.**

AACD members invest significant time, energy, and resources in clinical training, but the challenge is that patients won't benefit from your expertise if staff can't get callers into treatment, or if patients cancel their appointments. The two areas of training (clinical and management) go hand-in-hand: expertise in one is wasted without expertise in the other.

But what are the COSTS of not training?

[REDACTED] be surprised at the damage to profitability from broken appointments and failing to convert callers to patients. The math is simple: Let's say a single new patient's case value is \$5,000. If you convert just ONE extra call to a patient per month, you've added \$60,000 to your practice.

Now for broken appointments: eliminate one broken hygiene appointment a week (at \$100 per appointment) and you're looking at an extra \$5,000 a year. Eliminate one broken appointment for the Doctor per week (at \$500 an hour) and that's \$25,000 a year... Add it all up and we're close to \$100,000 in lost revenue. And some dentists have 75 missed hygiene appointments, plus another 25 cancelled dental appointments... PER MONTH!

They're easily looking at \$300,000 a year in missed conversions and broken appointments.

What is the answer? In the practice there is just no replacement for highly skilled people, and they don't grow on trees. You have to hire the right team and train them effectively. [That's where All-Star Dental Academy's phone and scheduling training](#) comes into play.

The AACD is constantly striving to bring members benefits that improve dentistry and the patient experience. We investigated promoting practice management training programs because we recognize the need for comprehensive phone and scheduling training, and chose to partner with All-Star Dental Academy to provide this critical piece of the profitability puzzle. They align with our dedication to providing premier services to our members, and they abide by their motto of "Training with Integrity," presenting their programs with the utmost respect for AACD member doctors, staff, and patients.

[Click here](#) to check out All-Star Dental Academy's no-cost video series that covers phone and scheduling issues, and learn about how you can dramatically change your practice.



 All-Star patient

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