



## Blatchford Solutions Podcast #25

### The King of Ephrata | Bringing Your 'A' Game 2.0

- Intro: 00:00:06 Welcome to the Blatchford Solutions Podcast. A podcast and dedicated to helping the dentists take their practice to the next level while reducing stress and helping you build a better lifestyle. Now here's your host Dr. Blatchford. In this episode of the podcast you are going to hear a short portion from the Blatchford Solutions brand new book Bringing Your A Game 2.0. To get a free copy of this book head on over to [Blatchford.com/](http://Blatchford.com/) freebook.
- Christina: 00:00:26 Our purpose is to provide inspiration education and motivation for dentists and teams to achieve their dream practice. The business of dentistry provides many unparalleled qualities of Independence entrepreneurial leadership teamsmanship total control and so many choices in North America. We were fortunate to be born on the right side of the planet. People do have discretionary income. Their smiles and teeth are important to them and you are respected and valued as that messenger. We enjoy the challenges of dentists who feel frustrated unfulfilled overworked and underpaid as well as underworked or out of control with debt and worry with business decisions. The successful business of dentistry is not complex or secret. The real challenge is the owner and leader who is the top highly skilled mechanical operator the only licensed diagnostician. The owner also wears a team hat and letterman's jacket. The team owner is also the head cheerleader the dentist wears every hat and must know every position played on the team.
- Christina: 00:01:27 It's easy to get lost in the crowd and not see the scoreboard. Herein lies the challenge and work to help the dentist find themselves defying their standards and values and help them discover and define clearly the practice of their dreams and help them create a plan to arrive there. Using basic business principles of vision, goal setting, leadership, budgeting, communication,

sales, and marketing we coach them to achieve their dream.

Christina: 00:01:54 We understand and appreciate the science and technology. We also understand the debt burden of a young dentist. Business choices and partnerships and associate ships as well as the real love many dentists feel for actually practicing dentistry. Along with the extraordinary generational relationships that make a practice special. Then there is the distinct dental opportunity and continue to practice as long as you are able and have the desire to. There is not another profession quite like it.

Christina: 00:02:26 So my road into dentistry actually was a winding one. I graduated from the University of Arizona with a degree in fashion merchandising and worked for a year at Nordstrom and then decided to go into commercial interior design where I lived in Chicago. And after that I was a commercial interior designer for about five years and decided that this wasn't exactly what I wanted to do for the rest of my life.

Christina: 00:02:58 I was coming to the realization that I was unemployable in the sense that I would like to be my own boss and make my own decisions. So I kept coming back to dentistry and talked with my dad a little bit about this and he said you know if you want to go into dentistry to please me it's not worth it. And I said you know I want to go into dentistry because I love the lifestyle. I love that you were able to take me to my horse shows you had time available to have a day off at least one day off per week during the week to be able to do things that you would like to do and you were able to support a family well and really enjoyed doing what you were doing enjoy your patients and really enjoy your team and I decided that that's something that I would like to do.

Christina: 00:03:43 So at 32 I decided to go back to school to become a dentist and I took my science courses for a couple of years to the pre-req at Portland State and got into OHSU and I graduated in 2009. In that year I bought my first practice in Milwaukee Oregon and I knew I wanted to be in private practice from day one. And so that was terrific and I grew that practice it doubled that practice in the first three years and then I decided to purchase a second practice in 2014 and folded that into my first practice. During this time I then decided that I would like to join my dad in being a dental coach. So I had a few different careers here but I really have found my true passion is helping these dentists achieve the life that they always dreamed of.

Bill: 00:04:37 I'm Dr. Bill Blachford. I'm here I'm really excited to be here and share with you the announcement of a new book it's called Bringing your A Game 2.0. You know 11 years ago we introduced the dental profession, Playing Your A Game. Now I have to tell you about this is actually my wife writes these books and puts my name on them. Now we put my name and Dr. Christina out for it our daughter on the book as well but really I want to give credit to Caroline for this. Now the reason excited about this book, first book 11 years ago. This is up to date. It's clients that are sharing their secrets of the very successful praxis. So in this book we have several of our clients who are doing extremely well. Now let me talk a little about what is doing well.

Bill: 00:05:20 First off I'd like to give you a little bit of history about myself. You know I graduated in 1970 Loyola dental school and that's for some of you that was before you were born. That was a long time ago. But one of the things that I've always been aware of is something I learned from my father. And he said as you get older time goes faster and faster and faster. Well here I am. My father died at 92 and he was telling me this as he was getting older Well here I am 73 married to my wife Carolyn for 50 years. And yes time is going faster and faster and faster. But here's what I want to learn and pass on to you. Part of what we share in this book and that I have shared in my coaching program for the last 30 years is balance. When talking about work life balance

Bill: 00:06:08 you know there are several things that I'm actually quite proud of that I'd like to get across to you and I think we did that in this book. Number one I've been extremely blessed. I married very well. I married married Carolyn 50 years ago. Can you believe that 50 years ago we just recently went back to our 55th high school reunion. I can tell you in our class of 350 several things have occurred. First off a third of our class are no longer with us. They're dead. Another third is either physically, mentally huge incidence of Alzheimer's disease. Hard to believe, or financially incapacitated so that leaves about a third of us who are still doing OK. At 73 I'm very pleased to be in that group and part of it is luck of the draw.

Bill: 00:06:50 The other part of it though is something that Carolyn and I worked on intentionally and that was this part about balance. You see the things I'm most proud of in my life are not you know how big our house is or how much money I have in savings that sort of thing. But I'm proud of my family. I'm proud of my wife. I'm proud of our two daughters Tiffany who is a teacher and now has two incredible grandsons that I enjoy spending time with Everett and Luke at four and six. I mean I'm just having a great time with them. And then Christina of course who is

my partner in business and she and her husband have have Grace who is also six years old. And that time we spend with them to me is way more important than how much money we have and we have enough to be comfortable.

- Bill: 00:07:33 Now as I said I graduated in 1970. I went to Corvallis a small college town home of the Oregon State Beavers. We won't talk about their football program at this time but as a great university. 40000 people in town over 50 general dentist. Now that sounds like a lot but the educational level was was high the income level was high and it all worked. By the mid 80s I was producing over a million dollars. Now that doesn't sound like a lot for some of you today but remember crowns were 275 to 300 at that time. So extrapolating that we were talking at least \$3 million. That's a lot of dentistry. But the thing that I learned about that was I could do that in a shorter period of time than most dentists. For example four years into practice I took five weeks five weeks at one stretch and we lowered our Chevy blazer with our fishing gear our camping gear and Christina Blatchford who is now my partner in this business was 18 months old and we went to Alaska.
- Bill: 00:08:36 We were gone five full weeks. You know what I learned from that we could do that every year and every year since I took August off I've never worked in August. Now if I can do that you can do that. You see one of the things that I've learned in the years that I've practiced dentistry is I can get more money but I can't get more time. And that is one of the real things that we teach in our coaching program at Blatchford Solutions is how to get that time for yourself for your family your community and have time to do things like Christina and I just went to Haiti for a week and did volunteer dentistry with a group of our clients of set up by Jason Tabor through the Mission of Hope.
- Bill: 00:09:17 And you see if you have time you can do these things so we can teach you and by reading this book or listening to the audio version we will share secrets with you to have more time in your life while having the income that you deserve as well.
- Bill: 00:09:17 Enjoy the book.
- Narrator: 00:09:17 Chapter Four King of Ephrata Dr. Brian Jacobson
- Narrator: 01:11:35 Seeking this son Brian and his family came to Ephrata Washington population 7,900 where they now enjoy 300 plus days of sunshine a year and rainfall totals similar to Phoenix. He

Narrator: 01:11:49 knows you've never heard of Ephrata and that's just the way he likes it. Though he never would have considered it when he first arrived with Blatchford coaching and encouragement, he was able to pursue an incredible opportunity by purchasing and combining two dental practices. Soon after that at a peak performance seminar Bill dubbed him The King of Ephrata and the rest is history. With his wife Laura, they are raising three children. They are making a great effort to build confidence and love with each child. His oldest is William. And together they do a weekly hike where they enjoy finding cool rock formations, off roading FJ Cruiser, chocolate and the music of Josh Groban love riding their tandem bicycle to his weekly breakfast with Dad .Emily, Their daughter has a weekly dessert time with Dad. She usually wants to take the convertible and he bravely listens to her Taylor Swift.

Narrator: 01:12:43 His youngest Andrew enjoys a weekly breakfast with dad. Though this is a dental business book for Brian it is more about lifestyle. Brian says, Currently I'm at the tail end of three and a half weeks off and we certainly jammed it full of fun. The family and I headed to Florida went to Lego land on a four day Disney cruise with four other Blatchford docs and families went to Kennedy Space Center. Did three days of Harry Potter and other rides at Universal. Came home made two trips to a great Shalon waterpark visited a new museum hiked in the Columbia River Gorge and lava Canyon at Mt. St. Helens and went to a concert. Following Bradford's advice on time off has really helped me to reconnect with friends family and places I've loved in the past.

Narrator: 01:13:30 I have really changed my mentality and my perspective toward work and time off. I put a lot of work into having the right team and we work hard and efficiently when in the office so we can thoroughly enjoy other aspects of life when we're not. In many ways it's like I've gotten my relatively carefree Pre-dential life back but better in so many ways. Brian is continually a surprise. He is quiet and thoughtful but also has a fun sense of humor and a wide variety of interests. Brian grew up in rainy Astoria Oregon and he returned there for eight years as an associate. Although he is a Goonie through and through Brian and his family tired of drear and dampness and sought sunshine and a change of pace east of the Cascades a practice became available any Freeda he initially was pleased with working 180 days for seven hundred thousand dollars and collections and 6.5 staff.

Narrator: 01:14:26 Brian felt like he was running by the seat of his pants though. With inconsistent customer service and frequent difficulties staying on schedule. He felt his patience owned him. He took CE but it usually didn't convert into

financial success. He was scared and worried he might have the wrong mindset for success. He was playing the lean game not to lose rather than thinking big. Brian has always felt you become like the people you hang with. So he decided he wanted to hang around with busy accomplished dentist. In spite of the hour commute each way, he joined a spear steady club even though he had not taken any spear classes. One doctor Matt Flullugi quickly stood out to him. He arrived via a variety of cool trucks and motorcycles seem to have many days off and lots of different hobbies to pursue on them and he had impressive confidence knowledge and dedication to his family.

Narrator: 01:15:20 Brian says it was my pursuit of happiness moment with Matt playing the role of the stockbroker in the Ferrari. When I asked what do you do and how do you do it. His reply was hire Blatchford and do what he says. When joining Blatchford Brian mentioned there was a practice for sale and he Ephrata but felt he couldn't qualify as it was larger than his. Producing about 1.1 million with no insurance. Shortly after he joined Blatchford we coached him through this purchase. This made him one of just two full time dentists in his town. Shortly thereafter he went out of network with Delta. His only insurance. A huge decision. He also recently completed the purchase of the far superior building in which he practices while Brian admits it has not always been easy.

Narrator: 01:16:07 The results have been spectacular. With direction and encouragement from Bill, Christina and consultant Kay Pucheti, The king of Ephrata has added Ceric, dental sleep medicine, oral sedation, and early third molar extractions, has 13 weeks of time off working Monday Tuesday and Thursday, 128 patient care days a year, more than double daily production and achieved 1.2 million a year with 52 percent overhead, created goals of greater efficiency per hour and increased health and fitness. Dr. Jacobson embraces the Blatchford philosophy. If something is being done it is probably possible. Meaning I can do it too. Post-merger he started noticing he was doing larger cases and more same day dentistry. He still does bill insurance but has no relationship with them.

Narrator: 01:17:00 He continues to brand himself though with videos newspaper articles presentations mailers and even has a billboard. He is now a stronger leader and has worked to form a great team with positive attitudes who each bonus between 500 and 1400 dollars per period. His team of five is comprised of one in front, one assistant, a rover, and two hygienist. Having the right team being on guaranteed pay per pay period and implementing the Blatchford bonus system has resulted in a much higher degree of ownership. Dr Jacobson is in Blatchford connection the

graduate level and stays in touch Monthly. He recalls a time where he was wrestling with a decision regarding a team member and took the opportunity to be on three hours of a network call these one hour calls coincide with lunchtime in the three us time zones and he stayed on the whole time.

Narrator: 01:17:53 By the end of the call with a number of doctors and Blatchford consultants chiming in he knew what he had to do. Let the person go that very day. Another benefit of Blatchford connection is that Brian also has become networked with successful dentists all over the country through the closed Blatchford Facebook form called Dental IQ. He feels now the team drives the practice forward together. Even patients comment on the pleasant positive attitude. Brian and his team find everything runs smoother with their effective morning meetings and P.M. huddles. Post op calls have also done wonders to boost the reputation of the practice in the community. He learned sleep apnea with Dr Steven Greenland's online course and it resonated with him as Brian is being treated for apnea with an oral appliance. With Blatchford encouragement, he now has Ceric and offers sedation oral so far.

Narrator: 01:18:47 He seeks to differentiate himself by being capable of full service. He recently did John Wayland's third molar course and is scheduled for Misha's implant series in Los Angeles. Dr. Jacobson says as I followed and applied advice from Bill and Christina I essentially walked into my dream home dream car dream piano dream vacations and I have the time to enjoy them with those I love. Brian has learned to dream again and his new goal is to walk on the moon. Space will suffice but he really wants the moon. He is very excited about seeing all three space shuttles in one year. Brian shares when I was 12 I went to space camp and wanted to be an astronaut. This was about the time my vision got worse and I had to get glasses. I found out that with glasses I wouldnt get to fly the shuttle or be the mission commander.

Narrator: 01:19:38 Plus I was a late bloomer and I grew up a scrawny allergic asthmatic kid who basically stayed indoors playing Atari and legos. The seeming impossibility of the physical fitness requirements for being an astronaut put the nail in the coffin of my dream. But just in the past year my trips with the Blatchford have taken me back to my dreams. On my first bike trip with them, near hurricane created some indoor time in the D.C. area so we visited the Edwar hazy center near Dulles field and saw the space shuttle Discovery. The dream was sparked again after another Blatchford adventure. At Bill's encouragement, my family and I visited Kennedy Space Center which now features the shuttle Atlantis. These

experiences combined with Bill's contagious enthusiasm for abundance space travel and technology creating a better future has led to a re-emergence of my dream.

Narrator: 01:20:32 Now it is really a spark and I have tickets to see the shuttle Endeavor to feed it even more. It is my belief that I will have the opportunity to go to space if not to the moon in my lifetime. This motivates me to take good care of myself and to keep working harder and smarter in my dental practice to make sure I can fund it.

Narrator: 01:20:54 The king of Ephrata feels it is truly an honor and a privilege to be in Bringing Your A Game 2.0. Blatchford has been invaluable in helping me change the course of my practice, my family and my life. If you have the courage to be teachable and take action working with Blatchford will absolutely be the best investment you will ever make.

Narrator: 01:20:54 DrBrianJacobson@gmail.com.

Narrator: 01:20:54 Blatchford Game Plan. Assessing your Insurance Dependence.

Narrator: 01:21:23 Dr. Jacobson originally was a Delta provider in Ephrata when Brian purchased his second practice which was larger than his first, the selling doctor was not a delta provider. Brian made the big decision with Blatchford encouragement to be completely fee for service. Continued profitability is important. It is one of the main reasons you choose dentistry. In changing economic conditions, is it feasible for a dentist to become a non provider of insurance? If you continue to be a provider, during the last 10 years of boom economy are you forever tied to insurance? If I make changes how will it affect my profitability. Insurance decisions are emotional and yet it is fiscally irresponsible to make a decision strictly on an emotional level which will greatly affect your profitability. It takes an emotional and financial assessment and a solid plan of action on an emotional level.

Narrator: 01:22:19 You need introspection to discover why you want to be a non provider know these reasons. What is the purpose of coming to work each day. What are you and your staff trying to accomplish. If words arrive like excellence results choices freedom responsibility how then does insurance support fit for you? In your opinion, how can you best provide excellence freedom of choice. You decide that decision is based on your own ethical standards. The financial assessment is simply numbers. Find out your percentage of collections from insurance. It does not matter the number of patients on insurance. You need to know the amount of treatment being accepted in

your office and supported by insurance. If you have over 50 percent of your collections coming from insurance you still have several choices. You need to plan for the worst.

Narrator: 01:23:09 If 50 percent of your practice left would you still be operating. One choice is to continue as you are and keep challenging fees and diagnoses. Another choice is to establish an insurance independence date. For example July 4th several years from now. The goal is to change the mix of treatment being offered in your practice from the present crown of the year club. Just fix the worst one or just do what my insurance will cover. Moving from crown of the year club to offering more optional treatment requires new sales skills. This is no pressure sales where you ask the patient questions. If you have a 50 percent insurance collection you and your staff as well as your patients are mentally tied to insurance it is on your mind all the time and you are aware of each patient's insurance.

Narrator: 01:23:58 Thinking there is no other path. As you change the mix of treatment offered, your goal is to show a decrease in insurance dependence. You need to become more skilled in relationships selling rather than telling and attracting it to your practice who see value in work beyond their insurance maximums. Learn how to create value for treatment not covered by insurance. Ask your patients what benefits or advantages they see in healthy teeth and smiles. If you choose to become a non provider of insurance your plan for profitability must include the increasing of your marketing and sales skills and budget. You must fill the void for insurance companies that have marketed for you. By signing with employers who encourage their employees to seek your regular care. Insurance has provided your sales. If you use the same sales technology when selling optional care it will not be successful. An insurance sale is less pre-authorized this, let's fix the worst too.

Narrator: 01:24:58 With the expected response of I'll do what my insurance covers. Evaluate your ability to become a non provider by examining your own numbers. Plan for that percentage of your practice to leave. If that percentage of treatment left your practice where would you be. Change the mix of treatment to more optional care and make a plan for learning marketing and sales. Bill Blatchford DDS

Narrator: 01:24:58 From the Blatchford Playbook: Creating a Fan Club

Narrator: 01:25:29 Because Dr. Jacobson is fee for service he continues to brand his practice to create a fan club. Yes. Even the King of Ephrata. The doctor and hygienist call your patients at night. Respect your guests time in on time and out on time. Develop deep relationships with your patients

which creates trust. People will buy from you because they trust you.

Narrator: 01:25:55 Show your guests you care. An important element in building friendships. Ask questions of them. Make them focus on the conversation. Sadly people aren't really interested in you your political opinions or your cat. Be generous give guests a nice bag of goodies from their dental visit. Think of guests often on birthdays different holidays like Thanksgiving New Year's Flag Day. Create e-mail newsletters to continue contact with your guests. Fill newsletters with human interest stories not about your new laser. Have all the creature comforts of a spa. Have a full complement of juice coffee soups teas. Think about serving espresso with hot cookies. Know the latest events in guests lives like graduations births travel etc.. Photography is a real practice builder. Create a photo studio in one operatory or consult room. Learn case presentation skills to involve your guests in sharing their dreams. Give latte gift certificates.

Outro: 01:27:04 Thank you so much for tuning in to of this episode of the podcast. Head over to Blatchford.com where you'll find the shows for this episode as well as other episodes of the podcast and if you haven't done so yet please go subscribe to the podcast on iTunes by going to Blatchford.com/iTunes, clicking the little subscribe button, and if you would leave a rating and review because ratings and reviews are the best way for more people to find the podcast and decide if this is the one for them. All right. Until next time it's time to turn your dental office into a thriving business.