

Winter Is Here

A Message for Every Dentist

The Assault

Just like the changing of seasons, the changes in dentistry affecting today's dental practice can be felt, especially BY practice owners of ten years or more. In that time period the rules have changed. The power has shifted. The dental profession, as we know it, is under assault. Winter isn't coming - winter is here.

In the past change has been driven by forces within the profession like technological advances or the supply of providers, or by forces within the marketplace such as the economy or consumer preference.

In the last few years, and into the foreseeable future, the major agent of change in dentistry is not the providers, the patients they treat, or even the businesses that support the delivery of that care.

Dental Benefit Plans and Corporate owned Dental Service Organizations (DSOs) have become the controlling force over both the delivery of dental care in the U.S. as well as the economics of the typical dental practice.

Dental benefit plans have impacted dental economics for quite some time, but that impact continues to expand as discounted fee schedule plans for its beneficiaries who are directed to in-network dentists grows. The average dentist participates in six different dental benefit plans, resulting in the shrinking of the fee-for-service portion of most privately owned practices.

Large corporate-owned DSOs are also exerting their control over the marketplace. They have more resources leading to larger profit margins, a bigger marketing presence, and lower fees. Not surprisingly, they are growing at an unprecedented rate. Sometime in this century, more dentists will be employed by large group practices, than BE owners of their own.

DSOs are finding it much more cost EFFECTIVE to buy existing practices than TO build new ones from scratch. This, together with an enormous amount of private equity money, is funding a buying spree like dentistry has never seen before. Former practice owners find themselves working for non-dentist owners with little or no background in dentistry. WHILE they may be paid well for their practices, they often find that owning the factory and working in the factory are two VASTLY different EXPERIENCES.

For one, cash and equity are not taxed the same. For another, they've lost the independence and control over how they practice, arguably the biggest reason why national publications, IN THE PAST, HAVE RATED dentistry one of the best occupations in the U.S.

The Hope

With change comes opportunity. While fee-for-service dentistry and private ownership continues to shrink; there remains an abundance of successful practices realizing extraordinary growth and profit, with accompanying freedom for their owners to practice how they want, as much as they want. These "dream practices" come in all shapes and forms, but they have certain requisite characteristics in common. That's the hope. If anyone is committed to the same results, all they have to do is learn and implement those same characteristics.

The Solution

Before we unveil the source for training, coaching and support for these key ingredients, we need to share the first two characteristics of these practices:

First, other practice owners who preceded them in accomplishing what they wanted to do mentored these NEW practice owners. They didn't reinvent the wheel.

Secondly, these practices networked with other highly successful practices. They knew that none of them, as individuals, were as smart as all of them were as a group.

Sunrise Dental Solutions (SDS) is an exclusive community of highly successful, practicing dentists who have succeeded through different paths, working as a group, to meet the collective needs of their clientele. This group approach involves coaching support, practice assessment, group planning, and in-office demonstration. Each member of their coaching team is a practicing dentist who lives what they train and support the client in accomplishing; resulting in good practices becoming great practices, and great practices dominating their marketplace.

Dental practice owners need a support network that serves as a protector against present day assaults on fee-for-service dentistry and private ownership. They need help making choices, demystifying the complicated, making the complicated simple. The SDS community coaches its clients through the decision process, whether the decision pertains to clinical or business systems, organizational changes, or the fulfillment of a transition strategy. Sunrise Dental Solutions is the source for comprehensive practice optimization.

The Choice

Given the challenges facing the dental profession today and into the foreseeable future, each dentist practice owner needs to address two questions:

1. "Do I have a well-thought out vision FOR MY PRACTICE and plan for the fulfillment of that vision"?
2. "Do I have a powerful ally in my corner who knows from firsthand experience AND who can support me in successfully accomplishing that vision"?

If the answer isn't a confident "yes" to either question, then the choice is to either TO align with a group that can support and protect the interests of the dentist-owner's vision, or bet the future on going it alone against powerful adversaries determined to use dentists as a tool for their vision.

To learn more about how Sunrise Dental Solutions can assist you in defining and achieving your vision, call [1-800-750-0737](tel:1-800-750-0737) or visit SunriseDentalSolutions.com.