

Building More Than Smiles: The Journey of Starting an Orthodontic Practice

Building a start-up practice:

- Hire great people to help you such as consultants or realtors that understand and care about your vision
- Be curious, learn and listen
- Ask a million questions and be open and honest when need more explanation

Finding the right location and setting up the practice:

- Think outside of the box
- Build the space with your vision clearly in mind and stay dedicated to that vision
- Be willing to talk to anyone
- Invest in your bathroom (people notice when it is a little extra special)
- Involve your team in the decisions and they will be invested in the vision

Building a brand and office culture:

- Be patient focused and make sure people have a nice experience with people who really care
- Cross train the team (especially with the start-up) and let people know upon hiring that everyone does everything
- Go the extra mile to treat people like family
- You can teach a skill but it is harder to teach a personality so find the people who will help you achieve your vision

Effective marketing strategies:

- Hustle to build relationships and be willing to talk to anyone
- A great patient experience will lead to more patient referrals
- Get out and into the community
- Show up on social media and show your personality

How to balance life and work:

- Set healthy boundaries
- Include your family in discussions and decisions
- Say yes only when quality doesn't suffer

Bringing a practice to the next level:

- Set team and office goals and make sure everyone is on board to make them happen
- Create more structure and put solid processes in place
- Make sure your individual team members have goals as well so they feel fulfilled and excited about their work

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