

Keeping the Office Smiling: Strategies from a Seasoned Orthodontic Manager

Common Challenges:

- Team members calling out can really bring down the team. The minute you have this information let the team know what is happening and a plan for how this will be handled so they can digest this and be ready to move on from it and not well on it.
- Have open communication so that things can be dealt with and not just reacted to.

Keeping team members motivated:

- Have a morning meeting to set the tone and intentions for the day. If you can get everyone laughing together you will have great energy going into the day.
- Embrace that we are all human and have our own stuff going on and be ready to help where you can when you can.
- Be careful that your "incentives" aren't taking over your practice. Some things are just expected and part of the job. Mix things up when you can and throw in surprise and delights when earned.

Uniforms:

- Really determine what fits your brand and what you are trying to convey to your patients.
- Remember that if someone feels uncomfortable in their clothing that it may detract from their confidence.

Managing your time as an office manager:

- Understand that part of your role is to be pulled in a million different directions, embrace this and have a "how can I help" mentality.
- Have checklists for what has to get done that day and then your "needs" to get done so that you can always jump back to your list when you get pulled away.

Coming up with creative solutions to problems:

- CROSS TRAIN! This will truly solve so many issues within a practice. It is so empowering for a team member to share their knowledge with the rest of the team.
- Bring in an expert when a problem has become too big for the office to tackle.

Creating healthy collaboration with the doctors and the team:

- Have scheduled meetings and be sure to circle back to get feedback on how something new may be working or not working.
- Be sure that every team member has a role in the meeting.

Advice to a new office manager:

- Take in all the advice from podcasts, books and experts and then tailor it to your practice.
- know your team and learn their individual love languages.

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