

Former Pride Institute Client Finds Value with Spear Practice Solutions



Practice Solutions Profiles
Jennifer Kirwan, D.D.S.
Leavenworth, Kansas



73%
Increase in monthly
revenue acceptance

Average monthly revenue increased
by 73%



41%
Increase to hourly rate

Average hourly hygiene rate
increased by 41%



\$314
Added in patient value

New patient value increased by 17%
from \$1795 to \$2,109

About

Dr. Jennifer Kirwan knew she wanted to become a dentist by the time she was 8 years old.

While pursuing her bachelor's degree, Dr. Kirwan was awarded a U.S. Army ROTC scholarship. She earned her D.D.S. from Creighton University School of Dentistry in 2000 and then completed her advanced general dentistry residency at Fort Benning, Georgia.

Dr. Kirwan served four years of active duty and four years of reserved duty before exiting the Army. Her final station was at Fort Leavenworth in Kansas.

Dr. Kirwan joined her Leavenworth practice as an associate in 2004 and is considered among her peers to be one of the top dentists in the Kansas City area. She is also a CEREC® doctor and spent many years as a Pride Institute client.

The practice prior to Spear Practice Solutions

When Dr. Kirwan and her partner first became Pride clients, they looked closely at their practice numbers, their team and their leadership skills. They started budgeting instead of reacting to needs as they arose.

Dr. Kirwan and her partner implemented the leadership strategies taught by Amy Morgan, the former Pride CEO who joined Spear in 2018 as Vice President of Consulting Strategy following its acquisition of Pride.

Dr. Kirwan saw increases in practice profitability, productivity and happiness by applying Pride lessons. After a few years, her partner suggested budgeting for other priorities and ended their Pride Institute membership.

Dr. Kirwan became a solo practitioner in 2016. She enjoyed a happy team and loyal patient base. She credited Pride and her military background for helping her develop strong leadership skills.

With a successful, growing practice, Dr. Kirwan continued to invest in herself by regularly attending Spear workshops and seminars. She was attending a seminar at the Spear Campus in Scottsdale, Arizona, when she learned about the Pride acquisition.

Dr. Kirwan attended a Practice Solutions lunch and learned how the technology-enabled platform provides far more than traditional consulting, with coaching to align the entire dental team, prescribed content for growth, leadership training for practice owners and a real-time analytics dashboard doctors and their teams monitor their daily progress.



Life with Practice Solutions and looking ahead

Dr. Kirwan was pleased to discover how Spear's educational values aligned with the foundational, leadership principles espoused by Pride.

"I feel like Spear brought all of the best parts of Pride into the 21st century," Dr. Kirwan said. "There are no more big binders and recipe cards. We have the platform now that is accessible from anywhere at any time."

"With Practice Solutions, you get more than just a consultant. You really have an entire team that's looking at your practice. Your consultant is discussing your analytics and your numbers with a team of brilliant people and then bringing the conclusions and action plan back to you to implement."

She also appreciated that Spear is constantly innovating, with new features and tools frequently added to the Practice Solutions platform.

Dr. Kirwan's team felt like they could hide behind notes during weekly meetings, but said she feels more like an active participant now with Practice Solutions.

The weekly meetings provide an environment where Dr. Kirwan can practice her leadership skills and communicate efficiently with her team. Dr. Kirwan added that her dedicated Practice Solutions consultant feels like part of the team.

The video conferences, monthly consulting calls and regular platform checks hold Dr. Kirwan and her team accountable with practice goals always at the forefront.

"With Practice Solutions, you get more than just a consultant," Dr. Kirwan said. "You really have an entire team that's looking at your practice. Your consultant is discussing your analytics and your numbers with a team of brilliant people and then bringing the conclusions and action plan back to you to implement."

After nine months with Practice Solutions, Dr. Kirwan's average monthly revenue increased by 73%. She partially attributed the increase to adding a new associate and extending hygiene hours.

New patient value increased from \$1,795 to \$2,109 and the practice patient base increased from 1,735 to 1,817. Case acceptance increased by 6%, scheduled re-care increased by 5% and the average hourly hygiene rate increased by 41%.

After attending the Practice of Excellence workshop at the Spear Campus, Dr. Kirwan's team reported feeling more aligned and engaged. Her team now enjoys the weekly meetings and their tailored online curriculum. Some of Dr. Kirwan's staff have also attended the advanced Practice Solutions workshops.

"What I love about Practice Solutions is that it's not a cookie-cutter approach," Dr. Kirwan said. "Spear gives you the tools to get organized and keep your team motivated, but you have to make it your own."

Are you ready to grow your practice?

Spear Practice Solutions combines expert consulting with tailored educational content for team alignment and a real-time analytics platform to improve practice health.

Take your practice to its full clinical and business potential. To learn more, contact us at sps@speareducation.com or **866.781.0072** (ext. 3) or visit speareducation.com/practice-solutions.