



# Data-Driven Solutions for Smoother Days

Practice Solutions Case Study:

**Dr. Brant Schmidt, D.D.S.**

Practice Solutions client since July 2018



Dr. Brant Schmidt's established practice enjoyed loyal patients and consistent growth throughout the years. Even though he and his team faced trials, including natural disasters like hurricanes and fires, they were able to continue thriving.

While success seemed to come easily, Dr. Schmidt wasn't sure how much his practice was actually growing. He knew areas of his business could be running smoother, but didn't know how to make that happen.



**+23%**  
in annual collections

Improved collections by 23%



**+16%**  
in production

Increased production by 16% in the last 12 months



**+12%**  
in total hygiene revenue

Revenue per hour almost doubled and added an additional hygiene day

## About:

For Dr. Schmidt, dentistry is the family business. When Dr. Schmidt graduated from Louisiana State University School of Dentistry in 2001, he joined his father's practice. After a year, Dr. Schmidt branched out to start his own practice in Metairie, Louisiana. He then wanted to expand his dentistry skills and chose Spear for many of his continuing education courses.

Over the years, Dr. Schmidt has developed strong leadership skills that have helped him immensely with the success of his practice and the successful implementation of Practice Solutions. He credits his professional peers, continuing education, and his father for his leadership skills.

He contributes to the community by doing medical review panel meetings for legal cases. Dr. Schmidt belongs to the New Orleans Dental Association, where he is on the Board of Governors and has served on various committees.

## Challenges:

Before signing up for Spear Practice Solutions, Dr. Schmidt felt stressed and over-worked. He was constantly putting out fires and dealing with administrative issues. He spent too much time managing and not enough time leading. He often left his office at the end of the day feeling burnt out and depleted.

The team didn't have processes in place, which left Dr. Schmidt spending too much time providing one-on-one support to his staff. They didn't have training manuals or systems in place to train new hires, and the team leaned on Dr. Schmidt whenever a complex issue or new situation arose. He was doing a lot of managing and not enough leading. It was a daily struggle that took him away from what he enjoyed doing most – practicing dentistry.

The daily schedule presented another challenge for Dr. Schmidt. Without a scheduling template, he found himself handling difficult cases at the end of the day, which caused unnecessary pressure and stress.

Dr. Schmidt was also unsure about his practice's growth. At the end of the month he would compare his collections to the same month in the prior year. If the collections were higher, he guessed that his practice was doing OK, but he wasn't actually sure. He wasn't getting the granular stats he needed to know if they were growing or improving.

### **Solution:**

In 2017, Dr. Schmidt's professional and personal life had reached a steady state and he decided to focus his attention on growing his practice and making it more enjoyable. He knew that consulting could help.

For Dr. Schmidt, deciding to join Spear Practice Solutions was easy. He trusted the Spear brand and knew that other Practice Solutions customers had experienced great results.

The first big change for Dr. Schmidt and his team was to start looking at the numbers daily. They were able to get the feedback they needed to make adjustments and improvements in real time.

Soon after signing up for Practice Solutions, Dr. Schmidt brought his team out to the Spear Campus for the *Practice of Excellence* workshop. Due to the already-established trust on his team, they were receptive to Spear and trying new things. They returned with a new motivation and understanding of their roles. They also chose to participate in the customized online curricula Spear assigned to continue their growth while back at the office.

Dr. Schmidt introduced the team to morning meetings and the days became more productive. Team members started taking ownership, and Dr. Schmidt was able to make data-driven decisions.

"When my son went to the state championship, I knew I could take the time off without stressing," Dr. Schmidt said.

The next big shift for Dr. Schmidt and his team was to put a scheduling template in place. It took some adjustments, but the team was able to start scheduling difficult cases in the mornings which removed a lot of end-of-day stress for the office.

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### **Results:**

After one year with Practice Solutions, Dr. Schmidt's production grew more than 16%, collections improved by 23%, and total hygiene revenue increased 12%. He was able to add one more hygiene day and hygiene's per-hour revenue almost doubled.

The office is running smoother as the team is now aligned and clear about their goals. They know what their numbers are and work together to meet them. They have the systems and processes in place to deal with complex situations, new hires, and administrative emergencies that arise. The stress in the office has decreased and the team relies less on Dr. Schmidt. He is more hands-off with his team and can spend his energy on his patients now.

### **Conclusion:**

Dr. Schmidt confirmed Spear Practice Solutions has paid for itself three times over and he would recommend it to his peers.

Looking back, one key contributor to the successful implementation of Practice Solutions was Dr. Schmidt's leadership skills. His team trusted him and was willing to make changes.

Looking ahead, Dr. Schmidt is planning to continue with his four-day work week and may even decrease it to three days. Other plans might include bringing on an associate, traveling more, and spending more time with his family.



### **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](mailto:sps@speareducation.com) or **866.781.0072** (ext. 3) or visit [speareducation.com/practice-solutions](https://speareducation.com/practice-solutions).