

Title:

Greg Winteregg DDS, Discusses the When and How of Adding Dental Associates

Word Count:

1012

Summary:

When discussing dental associates, thirteen years in private practice and close to as many as

Keywords:

Greg Winteregg, MGE, dental associates, dental practice

Article Body:

(This is Part One of a two part article on the subject of Dental Associates.)

Several times a week I field associate related questions from colleagues. These come from den

If one or more associates are in your future plans (whether this is now or ten years from now)

1. When should you get an associate?
2. How would you structure compensation?
3. What's the best way to find one?
4. What are the important points to cover when interviewing?
5. How will you integrate them into your practice?

I'll start with number one: When should you get an associate?

Arguably, this is the most important question. This is also where I see the most errors made.

In this scenario the office was in no position to justify adding an associate. As such, this b

- a) Is your practice growing (or has it grown up to now and you just seem to have "maxxed
- b) Are you scheduled efficiently?
- c) Is your business profitable?
- d) Is your schedule relatively full?

If you answered "Yes" to all of the above, now is probably a good time to add an associate.

I'll give you this scenario: Your practice has rapidly (or steadily) expanded up to a point wh

- 1) To provide faster and more efficient service to your patients,
- 2) To lighten your schedule so you can focus on the type of work you want to do and
- 3) To increase practice productivity.

If my practice was in the above situation, I would look at adding an associate ~ perhaps one t

From a practical standpoint, I would also look at how many charts I had. In my experience 1,00

Business survival is inexorably connected to expansion. If the office is well-run (which woul

At MGE (<http://www.mgeonline.com>) we suggest you get an associate when there is more work than
One of the questions asked above when deciding whether or not you should add an associate, ask

- a. Take your total number of active charts
- b. Multiply this by 20%
- c. Divide "b" by 12 (months in a year)
- d. The figure from "c" above gives you the minimum number of new patients you should be g

Example: Dr. Smith has 1200 active charts. 20% of this is 240. 240 divided by 12 is 20. To mai

Keep in mind this formula assumes a couple of conditions exist:

- a) The new patients are fee-for-service.
- b) The doctor has an acceptable skill level when it comes to treatment presentation and a

If you want an associate, I would recommend that you far exceed this 20% factor. This is where

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