

Title:

Greg Winteregg, DDS ~ Questions to Answer Before Adding an Associate

Word Count:

1864

Summary:

When should you get an new dental associate? How do you structure their pay? What are the impo

Keywords:

Greg Winteregg, MGE, dental associates, dental practice

Article Body:

This is "Part II" of a two-part article on the subject of Dental Associates. (Part I is availa

Perhaps now or some time in the future, you'll think about adding an associate. Whether that t

In this article, we'll pick up with questions you should ask once the decision is made to hire

1. Do you want an associate or a partner?
2. What type of work do you expect the associate to do ~ i.e. what would be his or her jo
3. How should you pay an associate?
4. How do you find the right associate?
5. How does the associate's treatment philosophy match up with yours?
6. How can you tell if the associate "fits in" with your office, staff and patients

Let's start with the first one: "Do you want an associate or partner?"

You should never enter a relationship saying "Well ~ come on board and we'll see how it goes a

Had good communication existed from the get go, with a clear reality of where the relationship

The next question is: "What type of work do you expect the associate to do ~ i.e. what would b

Do you expect them to take all operative and root canals off your schedule and see all the chi

The third question is "What should you pay an associate?"

This depends on what you expect the associate to do. If they are to find their own new patient

For example:

You guarantee a doctor \$450 per day. He works 16 days per month, making the guaranteed salary

Here's how the example works out:

1. Associate Monthly Base = \$7,200
2. \$7,200 Divided by 30 equals 240.
3. 240 multiplied by 100 equals \$24,000.
4. \$7,200 is 30% of \$24,000.

So, if we are going to give a percentage on top of the base, we tell the associate that they g

On the other side of this, what happens if this associate who you are paying \$7,200 a month an

In my experience, if an associate can't do \$40,000 per month, no one is going to be happy. The

The next question is: "How do you find the right associate?"

You've filled in the blanks and decided what you want and what you have to offer. If no prospective

1. Advertise in the paper.
2. Ask various sales reps (i.e. your supplier, etc.)
3. Call your friends and colleagues.
4. Advertise in local and state dental journals and newsletters.
5. Advertise online.
6. Have your office manager help you contact doctors in your immediate area to see if they
7. Sign up for an associate "headhunting" service (these can be pricey).
8. Contact residency programs in your state. Dental schools are also an option, but if you

Just keep in mind that if you outflow enough, you'll eventually find someone who will be a good

The fifth question is: "How does the associate's treatment philosophy match up with yours?"

Let's say you've worked out the need for an associate, what the level of compensation is, the

How can you prevent this in lieu of having to work together for six or more months? Try this a

Ultimately, the MOST important thing to consider with an associate is their level of clinical

You may not be able to establish this for yourself without working with him or her. There are

1. They could treat you. (Even if it is a prophylaxis, you'll see their chairside manner and technique)
2. You could have them bring in models and pictures for cases they have completed.

Other than that, you'll have to check up on their work with your patients.

If you feel you have found the right candidate, you could possibly have them treat you and some

I once had a doctor tell me that there was no way he would let his associate work on him. Excuse

These are a few of my thoughts on a subject that could easily fill a book. Try these simple guidelines

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