



CASCADE CONNECTION

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Birthdays this Month

- 8th: Laeysa
 - 18th: Staci
- McFarland's

Response to JADA article about state of the industry *by Dr Baird*

In the May 2012 issue of JADA, there is an article titled "Analysis of Dentists Income 1996-2009". The article states that over the last 4 years, general dentist's income has dropped 12%. The following factors are considered as possible causes.

- Recent economic recession
- Billing less per visit
- Collecting less
- People not visiting the dentist as often
- % of population visiting the dentist decreasing
- Population per dentist is decreasing
- Practice expenses are increasing

Their summary "The future prospects related to dentists' net income levels remain uncertain."

Overall the article is slightly depressing. However, we have a slightly different attitude towards the future. The opportunities before us have never been greater. We opened our business in January 2007 right as the recession began. While there are several challenges all around us, this current challenging atmosphere also opens many opportunities if we do the right things.

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Team Spotlight - Cassie K. Ewell



You have to know, Cassie would kill me to know I am doing this, but why not use her as a guinea pig :). Cassie is the mom of five: Shay 19, Brandon 18, Taylor 17, Nick 12, and Zack 10. It is hard to find someone so committed to her kids. She really gives new meaning to the phrase "we work for our families." Anyone who has the opportunity to work with her knows she is one of the most upbeat, hard working, and happy people you will ever know. She also has a great laugh!

Shay is currently attending Snow college, Brandon just graduated from a special high school with his associate degree and is

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...continued, response to JADA article

We have always believed that ***"If you do things as they have always been done than you will archive the same results as you have always attained."***

Well, we don't do things as they have always been done. Below is a list small list of things our team and network of offices do different in response to the list above.

Recent economic recession and downturn: Over the last three years, our offices have averaged 37% growth per year in production! This results from our unique focus on the patient, the quality of dentistry offered, and everything else so well encapsulated in our motto.

Billing less per visit: We bill 21% (\$176/225) more then the national average per visit. This stems from our many efficient process (cassettes, layout of office, appt scheduling, etc..) and our focus on patient education and custom precise treatment planning and estimates.

Collecting less: Our average collection rate is 99.1% compared to 93.3% for the nation. This results from: our detailed and accurate insurance verification processes, EOB processing, focus on patient education, and billing options and processes.

People not visiting the dentist as often: Our patients come to the dentist 2.14 times per year which is 12% higher then the national average. Where we still have so many new patients per month, this number is amazingly high compared to a mature practice with less new patients. This is because we have a really good computerized recall system that requires

much less effort then most offices devote to this effort and because we use hygienists to make these calls.

% of population visiting the dentist decreasing: We would not know. We have been growing more then 4x as fast as any other practice. Most offices hope to get 20 new patients a month; we have always ranged from 80-140 new patients a month for years now.

Population per dentist is decreasing: Maybe, but we have it better then everyone else. Our offices have 2,667 people per dentist. The national average is 2,245. The Utah average is 1,394. Our offices are set up in the best locations possible for our success and convenience for patients.

Practice expenses are increasing: Not for us. Our overhead has been as low as 51% compared to a national average of 65%. As we continue to grow, this number will only come down until each office reaches its capacity of 3 to 4 dentist per office.

Doctors pay: Our doctor's pay is not down 12% but 20% above National Average in just our first year with lots of room to grow as we continue to work together.

Summary: Yes times are hard for a lot of people. However, by strategically running our offices different than any other, we have taken the current challenges and turned them into many advantages that others could only dream of. **It is up to each of us every day to recognize this and take full advantage of these blessings.** Again, thanks to our great teams and hard work, in time that truly are tough, **we are able to bless our, our team's, and our patient's families in so many ways then otherwise possible. I love my job and working with each of you!**

Pat Dad

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...continued, Team Spotlight

and is now attending UVU on his way to be a patent lawyer, & Taylor is great at tennis.

Few people may know that she enjoys country dancing and was on a team a few years ago. It was here that she met Bruce. December last year, they were married on the beautiful beaches of Hawaii.

Before coming to Cascade Family Dental, Cassie

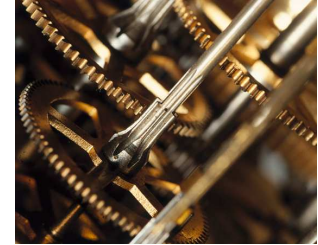
worked at 1-800-Contacts as a senior manger. She has brought with her countless skills and talents that bless our offices each and every day. We definitely couldn't do what we do without her!

p.s. You should ask her one day to wear her red boots to work!



Teams *by Wendy Warr*

"Each team member plays a vital role within the office, much like the mechanism of a clock. Every gear performing its' function, then working together to become a fine precision instrument. The success of our office relies on such teamwork and unity. Every role is important and appreciated!"



Completed Projects

- Portal and Patient sites fully grammar and spelling checked by an editor
- New portal topics include:
 - Order of Doing Things
 - Front Desk Job Descriptions
 - "Maximizing Benefits" principal
 - Informed Consent topic
 - Needle stick Info
 - Management Page bio on Niccole and Cassie (*you have to check them out!*)
- Filtered water for patients! Thanks!
- Backup phone line for offices
- A few insurance cheat sheets
- & tons more! Don't forget to check them all out on the Feedback page of the portal.

Current Projects

- Negotiating higher contracted fee schedules with insurance companies
- Photo & Video shoot of offices & teams
- New office brochure
- Finalize Perio regiment Workflow diagram
- Create handout/post-op resources for all procedures

*The success of our office
relies on such teamwork
and unity.*



*"The important thing is not
being afraid to take a
chance. Remember, the
greatest failure is to not try.
Once you find something
you love to do, be the best at
doing it. - Debbi Fields"*

Calendar

June

8 Laeysa's Birthday

14 Flag Day

17 Father's Day

18 Staci McFarland's Birthday

July

4 Independence day (offices closed)

Announcements

- Vacations: Remember to help us look forward at least 6 months for days to close the office.