

TROJAN TODAY

VOLUME 20 ISSUE 09 SEPTEMBER 2018

A NEWSLETTER FOR CLIENTS OF TROJAN PROFESSIONAL SERVICES, INC.



ATTRACTING THE A-PLAYERS EVERYONE WANTS

A Win-Win Strategy for Recruitment Success

by Peter Barry

The most important task your practice can undertake is hiring new team members to serve your growing patient base. Finding new talent in today's market can be an exhaustive and unpleasant venture that can cause employers to believe there is a shortage of good talent. This belief can be quite strong and self-limiting. A practice owner recently tried to convince me there were NO A-Player dental assistants in his entire city. Meanwhile, the practice just down the street found multiple highly-talented applicants from which to choose.

Experiencing these recruitment challenges often drives employers to compromise their team development needs by settling on applicants whom they like but who aren't fully suited for the needs of the practice or dynamics of the team. These recruitment blunders can cost years of frustration and financial hardship as you constantly manage less than ideal performance while paying daily for underachievement, only to part ways in the end putting you right back where you started in the first place; i.e. having to find someone new all over again.

Why does this cycle occur so often? Why can't we hire that seventh one first?

What if there were a way to hone our recruitment skills to attract the A-Players everyone wants?

There is a better way.

It requires a shift from the traditional one-sided approach to recruitment conducted by most employers. Tapping into the best talent begins by making positive changes within your practice, thereby making it more attractive and appealing to the high performers you seek to hire. Then you must conduct the hiring process with a different outlook on both the position and the potential employee.

Consider how employees have evolved from days gone by.

Back in the day, the workforce was hired and worked for the boss. They generally felt lucky to have a job, often holding their first job until retirement. This is a stark difference from today where team members are more opportunity-oriented and likely to change their employment as well as their careers multiple times within the same decade. Back then, people settled for jobs based on what they could get and were much more willing to sacrifice their professional fulfillment goals for the financial security of having a steady income.

It's important for employers to realize our workforce has evolved away from this traditional mindset.

This is where your opportunity for a more effective recruitment process lies. If you want to attract A-Players, you must begin to view it as a "Mutual Attraction Process" and provide

win-win opportunities for both parties involved.

This means the screening process should no longer be conducted as a one-sided interview where interested candidates must prove themselves by responding to interview questions.

Today, the most effective recruiters seeking the best talent will conduct a more collaborative two-way interview. Both applicant and employer will discuss the value they can offer, while concurrently exploring mutual synergies that will fulfill each other's professional and practice development goals. Simply put, A-players are interviewing you as much as you are interviewing them. Being aware of this is a powerful step towards attracting top talent.

Today, great team players want more than just good pay or great hours.

In fact, the most qualified and talented applicants are interviewing the practice as much as the practice is interviewing them. Knowing what these high performers are looking for and what they need to thrive and feel fulfilled is an empowering step to improving your overall results. It's up to employers to strive to create an environment that will fulfill the passions of the A-Players everyone wants to hire. If you want to attract A-Players, you need to make your practice an exciting and desirable place. The practice must be filled with opportunity for the passionate, career-minded, growth-oriented, potential employee.

These power team members want more than just a job.

They want to feel challenged and stimulated with meaningful work that makes them feel significant and makes a difference in the lives of people they serve. They want to have a valued voice in the direction and growth of the office. They want to use their strengths and creativity with minimal micromanagement. Most of all, they want to feel appreciated and to know they are part of a practice that is growing and allowing them to thrive professionally. This is achieved by attending courses together, having regular team meetings, and by developing a shared leadership culture where team members are creatively engaged in the service, growth, and retention of each patient.

Even if your practice is not at this level yet, articulate your goals in your ads and place your intention on all social media and recruitment platforms. You will be surprised at how many A-Players are looking for you but are working in environments where they feel stagnant and underutilized. They would love the opportunity to join a growing team that has purpose and direction and wants to benefit from their superior talents.

A-Players want to find you as much as you want to find them.



Peter Barry is a Transformational Trainer & Strategic Enhancement Coach. He is founder of "Practice Mastery" a coaching company that has helped thousands of dental professionals to experience extraordinary growth, higher income, and exceptional quality of life that brings their career, their practices, and their teams to the next level.

He provides customized group and one-on-one "Success Coaching" to dental professionals across North America.

FMI: www.practicemastery.com, peter@practicemastery.com, or 416-568-5456.

Ask the Consultant

Q: I have a potential new patient with United HealthCare PPO through Medicare Advantage (MA). I am in network with UHC but not a Medicare provider. Would she be covered?

A: Regarding Medicare Advantage plans: if the doctor has opted out of Medicare, then neither s/he nor the patient can file a claim with the MA plan. If the doctor is in network with UHC but not a Medicare provider and the procedure s/he provides is a non-Medicare covered service, then s/he will be subject to the UHC fees, i.e., cleanings, exams, restorations, etc.

If s/he performs a Medicare covered service, (i.e. some biopsies are covered), then s/he would be subject to the Medicare fees for the biopsy.

Always verify with your state's Medicare program.

Q: We have been sending dental claims to insurance companies with line item of blood pressure, periodontal charting medical history, or oral hygiene instructions with no charge. Do we need to continue sending this information to insurance companies to document all the services we are giving the patient?

A: You do not need to send the insurance companies the patient's blood pressure, medical history, or oral hygiene instructions. Those procedures are part of the patient visit.

Responses provided by **Kathleen Johnson**, President of Kathleen Johnson Consulting.

Write for TROJAN TODAY

Share your dental and front office experience with others! Articles should be no more than 750 words. Include a short bio and recent photo.

Submit to: nikkim@trojanonline.com

Trojan encourages a wide variety of contributors and subjects to its newsletter.



You have questions? We have answers!

Ask the Consultant provides a direct line to experts who offer advice on how to design an effective management program for your practice.

They can help you improve your image, create a more patient-centric workflow, and keep your chairs full by providing best practices and up-to-date information on how to run a successful dental practice.

Ask your question today:

[www.trojanonline.com/
services/ask-the-consultant](http://www.trojanonline.com/services/ask-the-consultant)

TROJAN TRAINERS
are here to help you!

800-451-9723
ext. 5



The highest compliment our clients can give is the referral to their colleagues and friends.



Insurance
Verification
and Collection
Services.

Receive a gift from Trojan.
Do you know a dental office that wants to be more productive?
Please contact 800-451-9723 ext. 3

Software Support is ready to hear from you.

800.451-9723 ext. 1



TROJAN PROFESSIONAL SERVICES

Quote-Worthy

“ If you can hire people whose passion intersects with the job, they won't require any supervision at all. They will manage themselves better than anyone could ever manage them. Their fire comes from within, not from without. Their motivation is internal, not external. ”

— Stephen Covey



Service
Savvy

DENTIFI ELIGIBILITY Eligibility Automation you don't want to miss!

So, you have Trojan's Dentifi Eligibility service. Let's make sure you're using it to the fullest! Here are some easy steps to follow to ensure Dentifi is making the biggest impact on your practice's bottom line. At Trojan, we love to teach people how to use Dentifi!

1. Log into your Dentifi.com website where you'll see all your patients have been processed for eligibility.
2. Make sure the data received button is green.
3. Click the "+7" (7 days out) button and check for "PI" (These patients do not have the same insurance they had last visit.)
4. Call your patients. You'll most likely leave a message and the patient won't call back, right? That's why the +7 button is so important as it gives you a window of time to:
 - a. Reach the patient.
 - b. Replace the inactive insurance name in your practice management system with the new insurance company name, or
 - c. Delete the inactive insurance company information if the patient no longer has insurance. No more billing the wrong insurance unnecessarily.
 - d. Once the change is made, let Dentifi pull eligibility for those patients again tonight.
5. Click the "-" (minus) button and you will be 6 days from today.
 - a. Follow steps 4 and 5 until you are at today's date. There should be NO PI's as your patients' insurances have already been updated and you have eligibility before they arrive for their appointments.

Don't wait for the roster. Trojan's Dentifi Eligibility can also be used to verify HMO patient eligibility.

***Want to know if your practice management system integrates with Dentifi Eligibility?
Call 800-451-9723 Ext 3.***

FUN! Fact

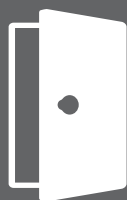
Some scientists believe humans were using **toothpicks** **1.8 million years ago.**

Curved grooves found on many ancient teeth are said to indicate that they used **grass stalks to clean between their teeth.**



Dentifi DE
Automated Eligibility

800.451.9723 ext 3



TROJAN Closings

SEPTEMBER 3, 2018

Labor Day

What Clients Say

“Trojan has made everything smoother and easier when checking eligibility! It’s user friendly and quick. Using Trojan is such a timesaver. I would recommend Trojan to everyone.”

— **Christina N.**, Santa Barbara



Seminars

Front Office Rocks

Presented by Laura Hatch

SEPTEMBER 21, 2018

Kansas City, MO

Click here for more information or visit:

frontofficerocks.com

LCP Dental Team Coaching

Presented by Lilly Cortez

Business Leadership Conference

SEPTEMBER 27–29, 2018

Tucson, AZ

Click here for more information or visit:

www.lcpcoaching.com

Get a Grip on Your Business and Grow Your Practice

Presented by Debbie Seidel-Bitke and Doug Fettig

SEPTEMBER 21, 2018

Portland, OR

Click here for more information.

Insurance Extravaganza

Presented by Christine Taxin

OCTOBER 4–5, 2018

Las Vegas, NV

Click here for more information.



<http://bit.ly/FBTrojan>



<http://bit.ly/TrojanYT>



<http://bit.ly/TPSLinkedIn>



<http://bit.ly/TrojanGP>



Accelerating dental practices to excellence by providing services that increase case acceptance, production, and collections.

TROJAN PROFESSIONAL SERVICES

TROJAN TODAY PHONE: 1-800-451-9723 • E-MAIL: nikkim@trojanonline.com • www.trojanonline.com • Published monthly by Trojan Professional Services, Inc., P.O. Box 1270, Los Alamitos, CA 90720 and distributed to members of the dental profession. Statements of opinion in **TROJAN TODAY** do not necessarily reflect the opinions of Trojan Professional Services, Inc. or the Editor. Neither Trojan Professional Services, Inc., Trojan Today, its Editor or staff assume any liability in connection with the use or implementation of any policies or procedures discussed in this newsletter. Trojan Today is distributed as a newsletter and with the understanding that neither the publisher, the Editor or the staff is rendering professional or legal services of any kind. If legal or professional advice of any other kind is required in connection with topics discussed in this newsletter, competent advice should be sought.

PRESIDENT: Ingrid Kidd Goldfarb • **EDITOR:** Romalyn Tilghman • **PUBLICATION COORDINATION:** Nikki Myers • **GRAPHIC DESIGN & PRODUCTION:** Moller Creative Group

Copyright ©2018, Trojan Professional Services, Inc. All rights reserved. No part of this publication may be reproduced or transmitted in any form without permission.