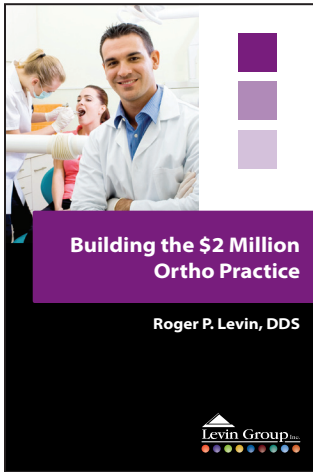


EXCERPT

From Dr. Levin's Book **Building the \$2 Million Ortho Practice**



This groundbreaking book by Dr. Roger P. Levin, the world's foremost authority on practice management, gives you everything you need to greatly improve your ortho practice. Dr. Levin shows you how to create a great ortho practice and a great ortho career. Use his expert insights on ortho management and marketing to take your practice to the next level!



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Becoming a Level IV Orthodontist

An orthodontist can achieve four levels as an owner and leader of an orthodontic practice:

Level I

The New Leader has strong clinical skills, but is not experienced in managing a practice and leading a team. He or she often has no systems in place, and is "winging it" as far as running the practice is concerned. Every dentist starts as a New Leader. This phase is a challenging and exciting time in the dentist's career and typically lasts for one to three years.

Level II

Level II occurs after several years in practice. A doctor reaches this level by virtue of working and learning through experience. This is the stage where the doctor begins building the practice, setting the foundation for future success. Doctors generally stay at Level II for only a few years.

Level III

This level is defined as maximum work, which means that the orthodontist is going to work every day, seeing patients, probably has an average or above average practice, and things are going reasonably well. The vast majority of orthodontists are Level III orthodontists.

Becoming a Level IV Orthodontist

Level IV orthodontists are the most financially successful and professionally satisfied orthodontists in the profession. These are the doctors who have outstanding practices, excellent incomes, more money than they need to fund their lifestyle and retirement, and truly enjoy going to work every day. These orthodontists have more energy than many orthodontists far younger and are always focused on how they can improve or expand the practice because they are not frustrated, stressed out or even tired. They have energy to burn!

Level IV orthodontists are what I refer to as individuals who work through others. While orthodontics has one of the finest opportunities for delegation in the dental profession, many practices do not handle this properly. Yet when I talk to these orthodontists, they think they are delegating beautifully. The problem is they don't know what they don't know. In a top orthodontic practice, the orthodontist will be what Levin Group refers to as a Level IV leader. This means that the orthodontist only concentrates on two things, and only two things. These are:

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1. Focus On What You Do Well

There are orthodontists who go to the practice, see patients all day and leave at the end of the day energized, excited and fresh. The reason is that they are not wasting time on activities in which they do not excel. At what activities do you excel?

This is the question that often paralyzes orthodontists. The answer is typically only one thing—orthodontics. What this means is that most highly successful people, including orthodontists, are excellent at one thing only and very rarely two.

Think about it this way. What does a top athlete spend his or her time doing? The answer is either practicing or playing that sport. What does a top musician spend his or her time doing? Either practicing or performing. You don't see top musicians arriving early in the morning setting up the lights for the concert, hooking up speakers, etc. They focus on what do well and what they are paid a fortune to do so. Unfortunately, orthodontists, like many professionals, think they have to excel at everything. Their view is that they are better than their staff at handling almost every activity in the office, so they will handle many of them themselves. Or at the very least they will attempt to micromanage the entire practice. That would be a Level III orthodontist.

As an orthodontist matures in his or her career, it gradually become evident that spending time on the activity in which one excels is the most productive, financially rewarding and enjoyable use of his or her time. Orthodontists love performing orthodontics. Very few walk in the office in the morning hoping for no-shows so that they can hang out and work at the front desk. Level IV orthodontists work to eliminate responsibilities that others can perform just as well.

2. Spend Time On What You Enjoy

In essence, Level IV orthodontists spend their time on either what they excel at or what they enjoy. Perhaps the biggest difference with Level IV orthodontists is that they have more time for the activities that they enjoy. They tend to work fewer hours, have higher incomes and greater professional satisfaction.

To reach Level IV leadership, the orthodontist must give away certain activities. In a special seminar I teach known as the Total Life Success, participants create lists of their daily, weekly, monthly and annual activities and then begin to determine which ones they can delegate to others. This leaves more time for orthodontists to focus directly on patient care and activities that they enjoy in their lives.

Without question, Level IV leadership is not only financially rewarding, but creates the finest opportunity to realize the true professional and personal potential of each doctor.

Read Dr. Levin's complete book Building the \$2 Million Ortho Practice. **Retail Price \$149.00.** Order your copy today at <http://store.levingroup.com> or call 888.973.0000.