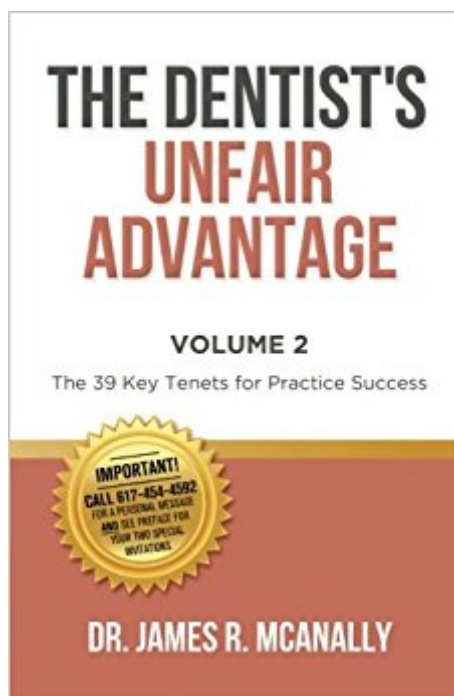




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The Dentist's Unfair Advantage: The 39 Key Tenets For Practice Success (Volume 2)



Synopsis

39 ESSENTIALS THE 5% KNOW, THAT YOU DON'T. Never present a fee incorrectly again. Learn how to win out over insurance discounting. Ready to know the secrets that allow 5% of dental practices to serve and help more patients needing the very best that dentistry and new dental technology can offer both inside and outside government and insurance reimbursement systems? Would you like tools that effectively eliminate much of what is unfair in your everyday life as a small professional service business owner in a changed economy? Could you use guidance on how to create and maintain distinct competitive advantages in your local area regardless of how many dentists there are or how much discounting is advertised? If so, The 39 Key Tenets is your direct and immediate way to unlock the hidden strategies that these top performing practice owners and highly skilled clinicians know that you don't. The 39 Key Tenets are documented strategies and specific tactics formulated and refined from over a decade of direct use in thousands of private clinical practices in North America, UK, and Europe. For the first time, The 39 Key Tenets are now publicly available to the profession at large so that clinicians desiring to help more patients. For average clinicians with average skills, application of only a few of The 39 Tenets routinely brings more professional satisfaction and opportunities for growth. For exceptional clinicians with advanced skills, direct application of the majority of The 39 Tenets is the single most cited reason for how they went from being considered "just a dentist" to becoming "the most recognized dental expert" in their area. In the post Great Recession economy, very little about practice life is fair. Many external forces are working unfairly against the professional service practice limiting practice growth and doctor satisfaction. Those adhering to The 39 Key Tenets are better equipped to eliminate these unfair forces while experiencing increased professional and personal satisfaction. Additional benefits include: more patients being helped via the best state of the art dental technology, more reported happiness by doctor and team, a better ability to acquire and retain good team members, improvements in clinical facilities and technologies selected for use, ongoing acquisition of new clinical skills, more control of weekly time, and compensation that is commensurate with high levels of care, skill, and judgment. Implementation of The 39 Key Tenets directly also results in the advanced trained clinician improving more patients' appearances and function, eradicating chronic pain, and increasing treatment acceptance rates for every type of treatment plan in any style of practice no matter where the practice is located in the world. The tenets apply no matter what reimbursement scheme the practice participates in (HMO, PPO, etc.). The 39 Key Tenets to Practice Success provides the reader with:

- What motivates patients behaviorally regardless of our opinions on whether that behavior is rational or not
- The most

important concepts for effectively promoting any niche service you focus on in your practice • An understanding of how to command better fees in your market area no matter how much discounting or competition surrounds you • The bottom-line reality of the 3 types of patients you encounter in practice • How to finally have patients understanding what you wish to discuss with them • One item that most practices buying external advertising don't understand that when addressed brings more returns from long term marketing investments each year • Key aspects of case presentation that affect at least 50% of your acceptance rate • Specific directions on how to present treatment options and fees based on behavioral science principles • How many individuals and specifically who must attend major case presentations

Book Information

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Customer Reviews

Dr. James McAnally is the founder of Big Case Marketing; a niche practice consulting firm focusing on clinicians with advanced education, developer of The McAnally Selling System; dentistry's only check-list approach for ethically selling professional services based on Harvard, Stanford, and Yale consumer behavior research, co-founder of the Master Dentists Academy; dentistry's only professional group providing scientific based advertising and formalized training in Ethical Selling, founder of the Painless Dental Alliance; dentistry's only professional group committed to a 100% painless experience for patients clinically and administratively. He's been involved with clinical dentistry for more than 20 years and is routinely named a global leader in dental consulting and advisor to the top 5% of clinicians in the profession. Clients and Academy members successfully

using Academy Programs reside on 3 continents.

Read this book with high hopes, was not bad, was not great. Talks about some general concepts which are VERY important and excellent observations -- but doesn't go into details. The book is a quick read, I finished it in one day. You have to attend Dr. M's seminars for the good stuff (details, step-by-steps, checklists, etc) it sounds like.

This is a good book if you're looking for a how to present large cases successfully. It keeps to the point and contains valuable information. It is definitely worth a read but I think it would be more accurately presented as a book focusing on case presentation. I had imagined it having a wider scope based on the title.

I've been a follower of James McAnally for three or four years, a regular subscriber to his newsletter and his online coaching. This book is a must read for any dentist at all interested in direct marketing, and dominating his market. James lays out 39 different keys to patient acquisition, case presentation and "ethical selling". An outstanding synopsis of his Big Case Marketing program.

I would give this book zero stars if possible. I have read 10 books on similar topics and this book was of zero use. No real information, no solution, just crap. He says 39 tenants of dentistry, yet provides no useful information. He poses questions but no solutions. This book was a complete waste of time. Nothing but a bunch of fluff. Most of the time he kept referring to ethical selling and manipulation of patients. I'm guessing the guy is a semi intelligent con man. I've never written a review of any product ever. This book was so useless I felt compelled to inform possible buys to not waste their time reading this garbage.

Helping patients understand and choose to treat their severe dental disabilities can be difficult. Following the tenets in Dr. McAnally's new book will clearly help ethical, well trained dentists succeed. If a dentist trusts the concepts and works systematically on each tenet, he or she will find success in helping more people improve their dental health and lower their risk of future dental problems. Also, I like James's new hairstyle on the back cover:)

Tenet #23 is so helpful and yet so simple. The idea of giving a reason "why" you are requesting something is so simple and the statistics to say how much more willing people are to go along with

your request is mind boggling. Even if your reason why is obvious or redundant, just the fact you are offering a "because ..." changes peoples reaction to our requests. We will begin using this immediately in our conversations with patients and expect it to allow us to guide patients into the treatment they really came in for. Thanks. David Pearce

Dr McAnally manages to remind us of the timeless truths in ethical selling. In several of the steps there are examples of "low hanging fruit" that most offices are missing everyday. With very little extra effort, time, or expense these steps offer a way to vastly multiply the return on marketing investment dollars. The importance of having systems to maximize the impact of each of these steps cannot be overstressed.

So many books don't ever get around to making a specific, actionable point. This book is different: It contains actionable recommendations, and the reasons behind each one. I wish the table of contents in Kindle were laid out more like a conventional table, but that's a minor matter and does not interfere with the information.

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