

Dental Group Alliance Services

DGA Partners provides a wide range of services to our affiliated practices under long-term agreements with affiliated dentists and/or their wholly-owned general partnership or professional corporation.

These services include business, operational and marketing expertise that enable the affiliated practice to realize significantly greater productivity, practice revenue and patient volume, while maintaining high quality dental care.

Efficiencies & Economies of Scale

- Within Dental Group Alliance redundant systems are reengineered to provide an effective shared resource throughout the network.
- Economies of scale become possible while reducing overhead and allowing the individual practice to focus on its core competencies.
- Practice development (marketing) and integrating technology into the dental practice are coordinated centrally for the benefit of the dental practices, giving the practice freedom to concentrate on serving its patients and enjoying the benefits of success.

Human Resources Management

- DGA offers a complete human resource solution:
 - Payroll servicing and processing including payroll tax returns and W-2's
 - Employee benefits
 - 401k plan administration
 - 125 cafeteria plan administration
 - Staff recruitment, employee retention, and staff training.

Marketing

- DGA has developed a proven marketing approach that can be adapted to fit the needs of virtually any independent dental practice. Our comprehensive program uses both internal and external marketing techniques.
- The internal program includes training of both doctor and staff in the use of effective scripts and dialogs that increase the profitability of your current customer base as well as supports a dynamic referral business.
- The external marketing program simply creates a consistent stream of new patients. Our growth strategy has proven itself effective, as our practices have each experienced no less than a two fold growth in their revenue over 5 years.
- Develop and implement aggressive marketing plans for our affiliated practices, using print advertising and internal marketing programs to increase patient volume.

Practice Transitions

- Adding associate – will help recruit - you need an associate written agreement
- Converting associate to partner - valuation of buyin based on practice profitability

- Avoid misunderstandings that doom associate to partner transitions
- Includes agreements, contracts and a proven structure of transition
- DGA's unique practice transition strategy creates long-term income opportunities for the retiring dentist and allows him or her to maximize the value of the practice equity that's been created.
- DGA's transition strategies allow the young dentist an opportunity to attain a partnership interest in the practice within 6 to 12 months after joining the practice.
- DGA believes that the young dentist should be given an opportunity to benefit from a mentorship to learn the art and business of dentistry while achieving an equity position in a dynamic practice aligned with other dynamic dental practices.
- DGA does not believe in a "revolving door associateship" so common today which is a by-product of the exploitation of the young dentists by the dental clinics where the only measure of success seems to be the bottom line of the clinic.
- Adding an associate who becomes a partner using the DGA transition system benefits the senior dentist by:
 - Perpetuates the positive values of the profession through the mentoring process (DGA calls it a "preceptorship")
 - Benefits from the growth of the practice as well as the capital gains afforded by the new partner buy-in.
 - Allows the senior dentist to keep an equity position in his own practice and also enjoys the income from several aligned dental practices
 - Includes agreements, contracts, and most importantly, a proven structure of transition

Staff Training

- Computer usage
- Continuing Care and Diagnosed Treatment Tracking
- Fine tune Patient Communication Skills for staff and doctors
 - Knowing the secrets of what to say, what to ask and when can unlock revenues currently trapped in patient files
 - Financial Arrangements Systems - the KEY to practice success
 - "YOU DON'T HAVE TREATMENT PLAN ACCEPTANCE UNTIL THE PATIENT HAS MADE A FINANCIAL COMMITMENT"
 - Improve the new patient experience and generally enhance the doctor/staff/patient relationship.

Systems

- Supply ordering
- Insurance billing
- Payroll systems
- Bulk purchasing power to reduce dental supply costs
- Letter systems – to patients, insurance companies, other professionals, marketing letters

Manuals (Intra Office Dental WEB)

- Practice Procedures
- Policy Manual for staff

- Hygiene Department Manual

Hygiene Department Organization

- Hygiene Department Manual
- Innovative Compensation formula for hygienists based on production
- Soft tissue management systems

Accounting & Bookkeeping

- DGA provides its clients with accounting support that is specifically focused for dental clients. Large organizations know that industry measurements and comparisons are vital for profitability and growth.
- By understanding the unique opportunities and challenges faced by the private dental practice DGA is able to provide feedback that you can use to take your practice to the next level.
- Accounts Payable
- Profit and Loss Quarterly
- Balance Sheet
- DGA understands tax ramifications of your business decisions and equipment purchases
- End of year report makes it easy for your CPA to file your taxes

Management Reporting

- Access to DGA WEB site for information and reports
- Income and expense by services provided
- Intra practice productivity and cost reporting:
 - ***Know who are the real producers in your practice!***
- Cross practice productivity and cost reporting:
 - ***Know how your practice compares to others***
- Benchmarking:
 - ***Know how Know how your practice compares against reasonably achievable standards***

Technologies

- Share information to determine the most effective and cost efficient technologies for your practice
- Intra Office WEB for manuals (practice procedures, policy manual) and lists (e.g. supply ordering, repairs), letters, insurance billing, patient information sheets for procedures, meeting agenda

Adding a specialist to the practice

- Recruitment
- Compensation
- Share Specialist doctors with other practices managed by DGA Partners