



Professional Practice Excellence

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Consulting Offerings

Business Systems

Tracking/Reports
Doc Management
Org Charts
Process Flow
Business Plan
Insurance
Collections

Marketing

Strategic
Brochure
Target Mkt.
Selling Skills
Analysis
Workshops

Systemizing

TRIAD
Emp. Handbook
Job Descriptions
Doc Management
Lean Operations
Performance Mgt

Leadership Training

Time Management
Supervisory
Communications
Motivational
Project Management
Mentoring

Vision, Purpose and Mission - Goal Setting and Implementation, Internet, Web Pages, Computer Optimization

These are addressed via:

- One on one or team meetings
- Telephone, Email, Teleconference
- On call, for issues requiring immediate attention
- Action plans acted upon after each meeting

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Our 3 Pronged Approach

Implementation of Kaizen, Value Flow Mapping & other Continuous Improvement

- **Assess**

- Determine major challenges (Current state - Usually Chaos)

- How currently addressed

- Prioritize

- Summary/Initial Proposal

- **Analysis**

- How currently addressed

- Degree of systematization

- Extent Lean and SPC is being incorporated

- **Action**

- Train, Interviews, Plan, Determine Measurements methodologies

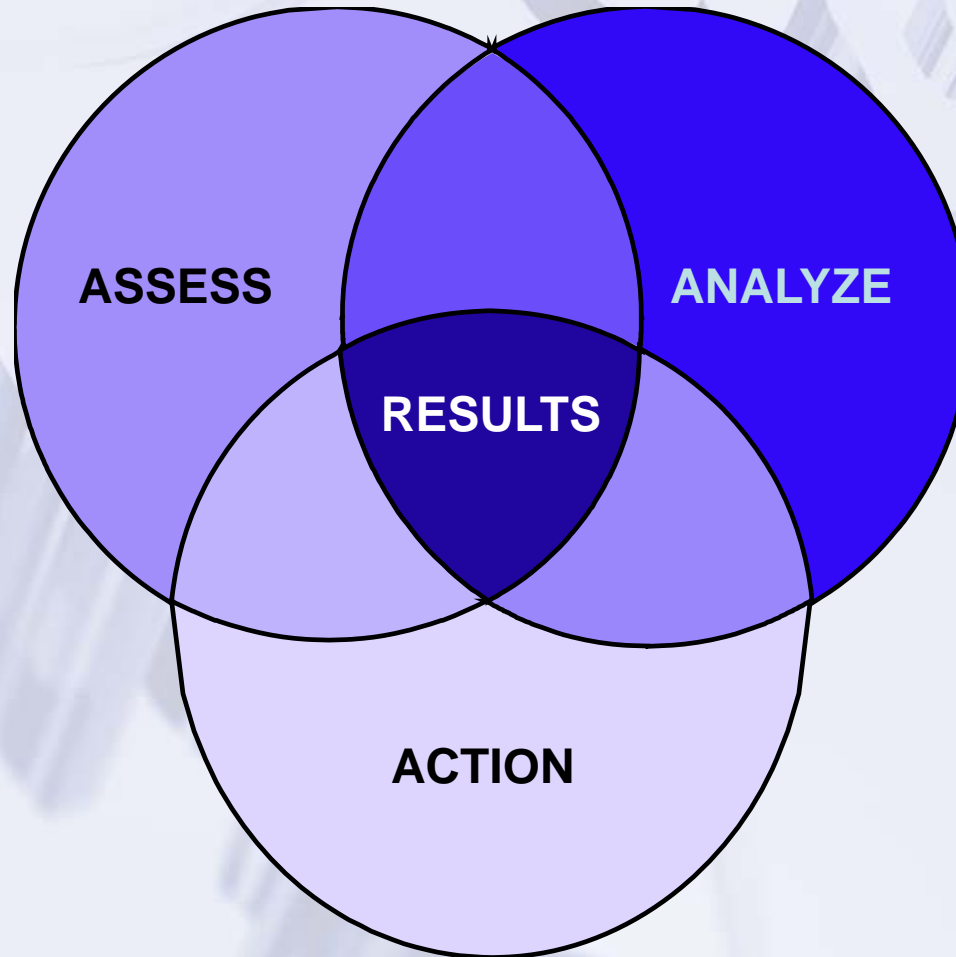
- Professional offerings to address the challenges

- Examples: Lean Processes, Performance Management, Employee Handbook, Strategic Marketing Plan





Our Process



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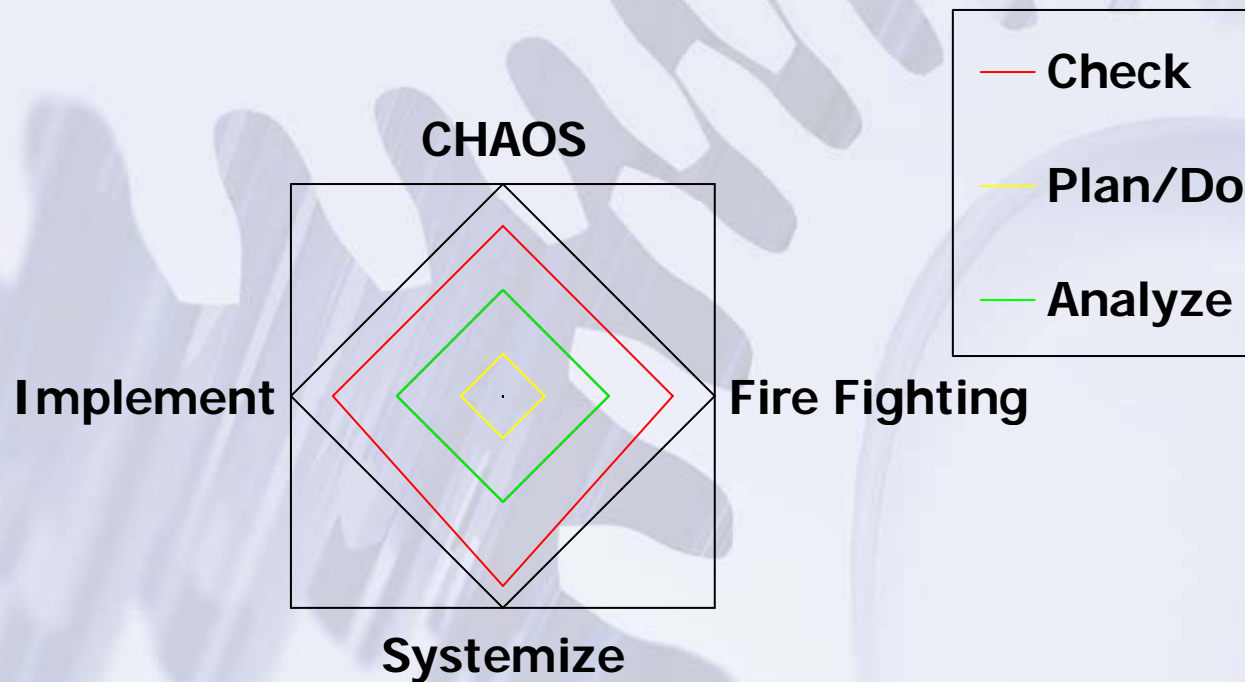


Management Review





Overcoming Chaos





Function	Challenge Examples
Upper Management	Stressed, Burn Out, Lack of management, supervisory or business experience, training or associated skills
Human Resource Management	Staff with minimal training, stress, overworked, low productivity and morale with accompanying loss of motivation etc.
Marketing	No Strategic Marketing Plan in place. Minimal thought put into getting new patients or retaining existing ones.
Financial	Disproportional accounts receivables versus payables High overhead Unmanaged P & Ls Loss income Untapped growth opportunities
Operational	Compliance management Processes and procedures out of date Minimal systems in place or in practice Systems for identifying waste and implementing lean not in place
Quality Management	Compliance issues Skill levels of doctors and nurses not identified, classified or a training plan No quality assurance or quality review
Public Relations	Minimal programs in place for public awareness or community awareness Minimal communication of benefits and successes of the practice





Examples of Results

FUNCTIONS	Examples of MCN Results
Upper Management	<p>Provide training in business practices, management, supervisory, communications and organizational skills.</p> <p>Strategic planning regarding physical resources, products, etc.</p>
Human Resource Management	<p>Doctor and staff training, recruiting and performance management, administration, sales, processes, motivational, employee handbook, job descriptions, quality, lean operations</p>
Marketing	<p>Develop a overall Strategic Marketing Plan using our TRIAD Process. Including identifying the proper measurements to track for best R.O.I. (return on investment)</p>
Financial	<p>Aggressive A/R collections. Billing Assessments and Training.</p> <p>P&L review to find ways to increase profits, reduce waste with continuous improvement. Update Business Plan to optimize fees and financials</p>
Operational	<p>Business assessments and feasibility review. Eliminate Waste.</p> <p>Review of all the operation its processes and procedures, update/improve</p> <p>Assure adequate tracking metrics are in place and reviewed for action</p>
Quality Management	<p>Review and assure doctor and staff skills are up to date with latest training</p> <p>Use best practices to assure patients expectations are met</p>
Public Relations	<p>Assuring the public of the high standards and qualification of the staff</p>





Collection Services

- To start: Know your practice break even point, the key to profits.
- Payments are a key element to your finances.
- What systems do you have in place to expedite payments and collections.
- Assessments need to take place every three to six months to see how effective they are working.
- There is always room for improvement in your current methods.



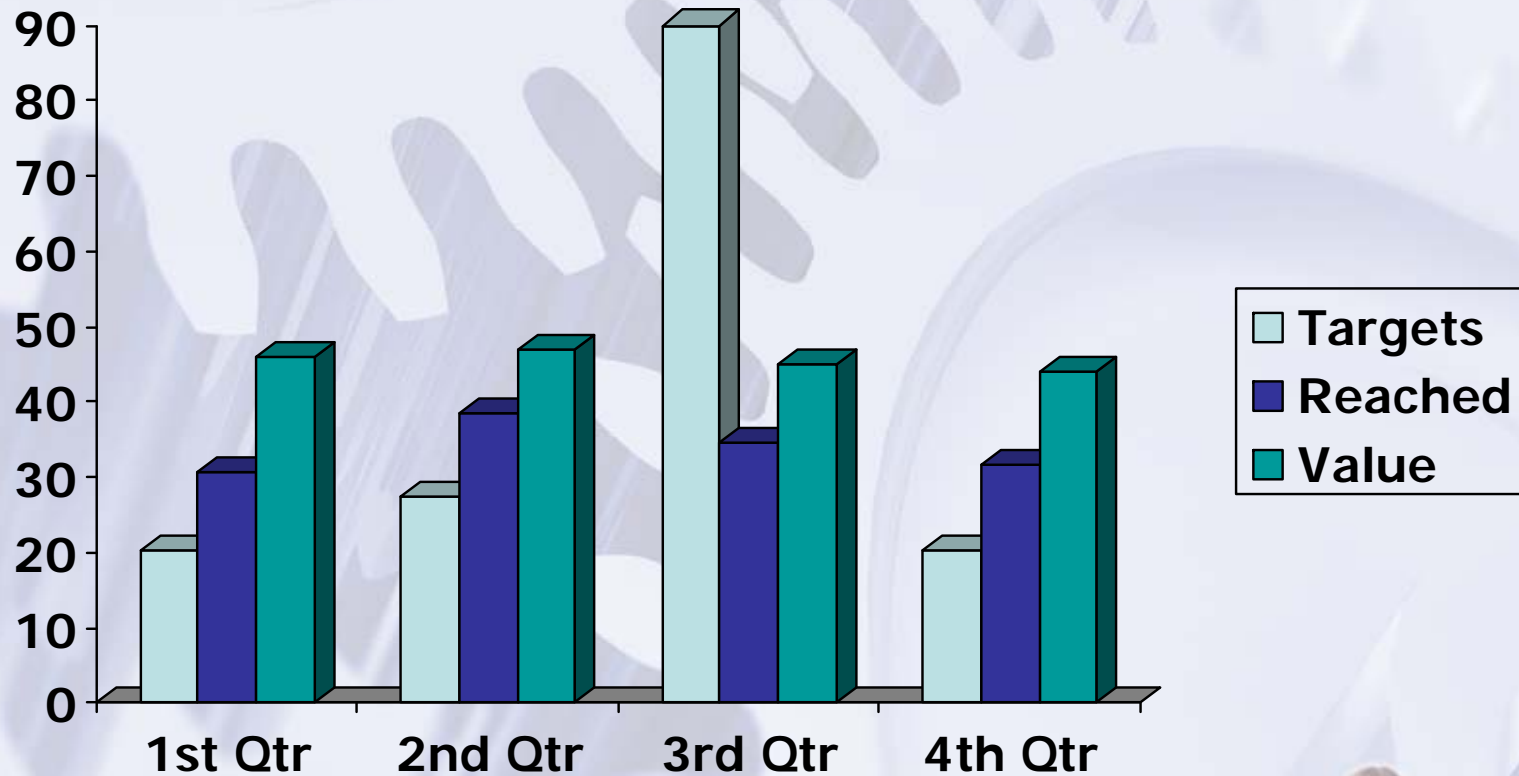


Typical Meeting

- **Determine status and any immediate issues needing addressing**
- **Review action plans from last meeting and whether it is on track and according to the plan**
- **For immediate issues, an action plan is developed**
- **Do a quick Failure Mode and Effect Analysis (FMEA) to minimize undesirable outcomes from the action plan**
- **If any training is required, go over or set a time and place to do so**
- **Assure all is documented, insert changes in job function or description into Performance Management documents**
- **Assure on going continuous improvement actions are understood and part of the action plan for the next meeting**
- **Set the day and time for the next meeting**



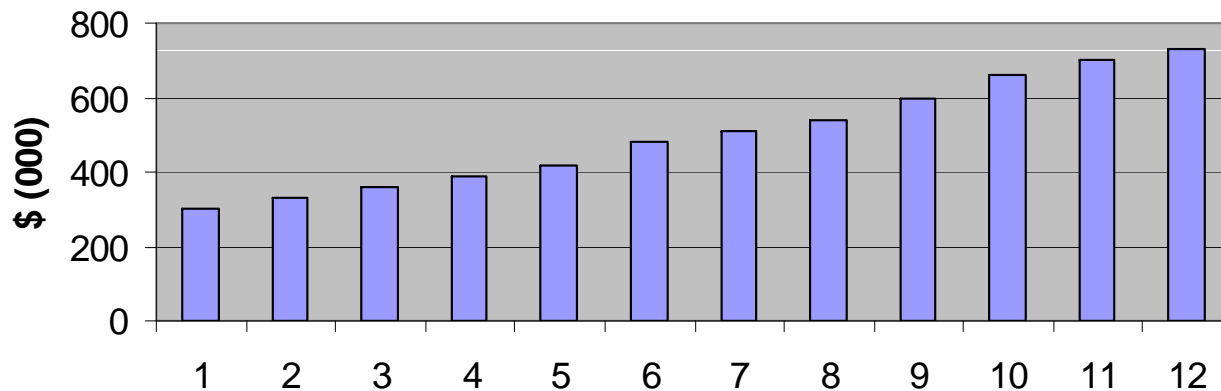
Use of Metrics





Production Tracking

Family Dentistry PROJECTED PRODUCTION THROUGH 2011



1=One to Lev 3, 2= one more to Lev 3, 3= one to lev 4, 4=six new pnts, 5= one to lev 4, 6= two to lev 2, 7=ten new pnts, 8=two to lev 3, 9=two to lev 3, 10=two to lev 4, 11=ten new pnts.

This is a moderately projection. Circumstances could vary outcome





How we do business

- **General** - World class consulting within your budget.
- **Quality** - Excellence, accountability, action oriented.
- **Pricing** - Based upon scope of work with a monthly not to exceed budget.
- **Billing** - Standard arrangements with 1st month due at the start or for a project in thirds.





Testimonials

- Dr. Chad Burtless-Creps DDS
- Nicki Nitcher – Dental Office Operations
Manager office of Dr. Chad
- Dr. Nancy Ayers DDS
- Darlene Elam – Office Manager Dr. Ayers

All are located in Adrian Michigan

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Introducing Chuck Davis Sr. Senior Client Manager

- **Chuck Davis Sr. brings great engineering, management and business experience to the MasterMind Consulting Network team. He has an array of experience in Engineering, Management and Supervisory positions while working for Ford and Nissan. He is one of our Senior Client Managers with over five years of Consulting experience covering all aspects of business, human resources, and technical areas. He has a broad background in engineering, manufacturing, Japanese Lean Operations methodologies, strategic planning, customer relationship management, marketing, organizational culture, change/evolution, planning, performance management, time management, recruitment/selection/retention initiatives, and other issues that influence the bottom of line of our clients. Several years of experience working with health professionals. Extensive experience in developing and presenting a variety of training classes and one on one mentoring. He also teaches TKD Karate at the Christian Family Centre and is an avid hunter and wind surfer.**
- **He has a passion for the betterment of Michigan through the growth and longevity of local business. He has strong relationships within Lenawee County and is an elder at his local church. While with Nissan he was elected to the Board of Directors of the Society of Automotive Engineers (SAE).**
- **Chuck has a Bachelor's Degree in Electrical Engineering from Lawrence Technical University and has attended a large variety of continuing education courses over the past 40 years.**





Introducing Deb Benschoter



- Deb Benschoter brings great background and expertise in all aspects of collections. She has an array of experience in senior level positions while working for various dental and medical professionals. She is one of our Collections Client Managers with several years of consulting experience covering a wide variety of business, human resources, and technical areas.
- She has a broad background in Operations methodologies, customer relationship management, marketing, organizational culture, and other issues that influence the bottom of line of our clients.
- Along with her years of experience working with health professionals, she has extensive experience in developing and presenting training classes in collections and credit management.
- She has a passion for the betterment of Michigan and Ohio through the growth and longevity of local practices.
- Deb has an Associate Degree in Business and many continuing education courses during her career.





In Conclusion

Performance Management of our Services

- **Functions Defined**
- **Good Outcomes**
- **Success Criteria Defined**
- **On-going Relationship Established**

