

## Embracing Frustration

Weekly Article Contribution by Gary Kadi

Over the past few weeks I have spoken to several doctors who have individually expressed their extreme frustrations. As a whole, they explained how they are tired of feeling this way and asked for some advice on how to rise above it.

In my response, I first illustrated that frustration isn't so much a bad thing, but actually an emotion that when embraced can generate great results in practice and in life. When uncovered, every frustration contains an important message. Frustration is an indicator that there is a gap between what IS and the potential therein. Actually our practice management firm, NextLevel Practice does business primarily with seriously frustrated dental teams. The higher the frustration, the greater the willingness and drive toward producing a different result. Our most successful dental practice transformations have arrived from those who had once been deeply frustrated — frustrated financially, frustrated with their team environment, frustrated with their lifestyle.

There is a reason behind every frustration. Each individual frustration can be traced back to its source. It could be that a frustration has developed to help you to realize that there may be a more effective, more efficient or more sensible way to operate your practice or manage your lifestyle. Many great achievements result from arising frustration.

Let's uncover a common frustration I've heard over the years...

"I have been practicing for 30 years and I love being a dentist, but I am completely frustrated with my financial position. I think I should be better prepared for retirement at this point in my life, but I'm not."

The best way to tackle this or any frustration is to really listen to it. Try not to resist it, resent it, or let it paralyze you. Learn from it. Perhaps frustration is attempting to point out changes that you know you must make in your own thinking or actions.

In the case of this above mentioned doctor who is in the fourth quarter of his career, we approached his frustration by taking a look at all the available options he had in order to generate wealth. There are three primary ways for dentists to build wealth: earned income, portfolio income and residual income.

Because this particular doctor started his career later in life, compound interest will still play a key role, however we recommended he take the quickest approach toward building his wealth – what we call the "triple-whammy".

Our NextLevel strategy was to uncover and leverage all of his assets. The doctor's assets, which he considered to be very little, actually turned out to be quite good. His best asset was his patient base – over 4,000 actives and more than 40 new patients generated each month!

There are also three primary methods to exponentially build a practice: new patient flow, patient retention and case acceptance. In this doctor's case, new patients were actually bogging down his time. His new patient case acceptance ration was only 17 percent and existing patients equaled twice that amount. The doctor had established enough existing patients to more than double his practice.

Having a more intense focus toward trusting his existing patients would automatically double his case acceptance. As we looked further, our team found that the doctor had scheduled less than one third of his active patients with the hygienist. Promoting hygiene involves our second method of exponentially building a practice through patient retention. Installing our four step recare system increased the doctor's patient retention to 67 percent.

Finally, our NLP team installed a value-based problem/consequence/solution case presentation system with newly prioritized financial options. This increased the doctor's case acceptance to over 50 percent, with 45 percent of his patients paying prior to their visit.

This doctor's original frustration evolved into increased collections of \$45,000 each month and simultaneously, his schedule became lightened, seeing 25 percent less patients.

Frustration may very well be telling you that what you're doing at the moment is not at all in line with your most deeply held values. Frustration may be your way of telling yourself that your time has come to have everything you deserve.

Imagine the possibility of having a frustration-free lifestyle.

I sometimes think that we wouldn't know what to do if there was nothing to complain about. Feel your frustration, embrace it, and then pay close attention, for that frustration is giving you some priceless advice ... maybe even the courage to take it on as if your life depended on it.