

If *Powerful Practice Volume One* was a “Blue Ribbon Winner” . . . Then *Volume Two* now holds “The Best in Show!” While the information in A.D.M.C.’s first edition was truly powerful, this edition has expanded on the first; in both the number of contributors and the breadth of subject matter.

As a dental professional, you have a plethora of educational choices today . . . and only so much time. This book, with its collection of original concepts and fresh ideas from some of the best and brightest minds in dental consulting today, gives you an expedited way to cherry pick what you need to know from the experts.

The Academy of Dental Management Consultants, or A.D.M.C., is an organization dedicated to the advancement of practice success for dentists, dental teams, and the patients they serve. Our membership of experienced coaches and consultants is as diverse as dentistry itself with a multitude of varying specialties and expertise within dentistry’s educational community. We asked seventeen highly-credentialed members to each contribute one chapter on a practice management issue they felt would not only be valuable but also critical to dental practice success in today’s competitive and ever-changing environment. The result is a collaborative book jam-packed with insights and tools for success gleaned from over 100 years of combined consulting experience in dental practices across the country. Many are just like yours.

The members of the A.D.M.C. respect and admire the work you do for your patients and team members as well as the challenges you face daily in your endeavor to provide great service. It is our earnest hope that you will find much within the pages of this book that will inspire, enlighten, and simplify your personal road to success. We ask that you remember you do not walk that road alone and if ever on

your journey you need assistance, guidance, or a new perspective, we hope you will consider A.D.M.C. a valuable resource for qualified and deeply-committed professionals who have dedicated their professional lives to making dentistry a better place to work and live. You can always reach us for referrals and assistance at www.admc.net or by calling Susan DiGiambattista, our executive director, at 800-451-9723 x 6061.

On behalf of the entire membership of A.D.M.C., we wish you abundance, joy, and a deep feeling of significance as you practice the amazing art and business of dentistry.

Katherine Eitel
A.D.M.C. President 2006-2008

Dear Reader:

I'm very excited for you because in your hands you have a book that can lead you on your way to making positive changes to your practice!

In *Powerful Practice, Volume Two* you have practice-enhancing information from some of the best consultants in the A.D.M.C. In her Foreword, our President, Katherine Eitel, has written beautifully about her hopes for you by reading this book. I am going to take a different approach, the one that is most comfortable to me as a management consultant—to give you some ideas about how to make the most of this information.

Don't keep these great ideas a secret. Share them with your team. As consultants, we find that practices don't spend nearly the time they should on business development. That's where staff meetings come in. Follow these steps to practice greatness!

1. Assign a specific chapter (start with the chapters that make most sense for your practice) to each staff member.
2. After everyone has read the chapter, hold a staff meeting to discuss how what you read will improve your practice situation.
3. Brainstorm ideas for implementation.
4. Create an action plan which details who will do what and establish due dates for implementation.
5. Follow-up to ensure the action plan is being executed (accountability is king!).

6. Celebrate!

7. Continue with subsequent chapters.

Feeling successful? That's what the authors and the other consultants from the A.D.M.C. hope for you.

Wishing you all the best,

Debbie Castagna
A.D.M.C., President 2008-2010

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