



## SPEAR MASTERS PROGRAM

# SUCCESS STORY: DR. JAY PLATT

Oral Surgeon - Schererville, IN



During his 27 years in practice—the last 10 as a sole owner—Dr. Jay Platt has created sustained, predictable success by mastering referral relationships. Here he explains how the Study Club Masters Program helped him take that mastery, and that success, to an even higher level.

### **A community of minds for specialists who want to grow...**

I liked the idea of getting together with other specialists from around the country who are committed to growing as professionals. It allowed me to hear what other surgical specialists were doing in their practices, what was working and what wasn't, and to get different ideas. I think that kind of community-building is very important in our profession, where we tend to work in isolation.

### **A curriculum that systematizes the process...**

I'm a systems-oriented person—that's how I have built my practice—so I was impressed with how the program focused on logical, strategic implementation. They give you a very systematized way of introducing a PRD [Professional Relationship Director]. And if you already have been using someone in that role, as I have with Michelle, the program provides a great systematized approach to optimizing that role. Not only that, but every strategy they outline for developing productive relationships with referrers comes with useful implementation tools. The program is basically a blueprint for success for specialists.

### **The growth continues...**

My growth has been fairly steady over the years, and I think that's because of a number of strategies I have been successful with. But there is no doubt that my involvement with Spear has been a big factor. Since starting my own Spear Study Club in 2009, my production has increased 44%. And now, after my involvement with the specialist Masters Program, and working on optimizing the strategies presented there, I am seeing even greater improvements. For instance, I have seen an increase of about 150 implant cases alone. I'm sure that's not just coincidence.

### **And speaking of study club success...**

After coming out of this program, I have found that I am getting more out of the Spear Study Club I lead. I have added more members, and I'm using it more effectively, with more hands-on collaborative case studies. And the ideas I picked up from other study club leaders during the program were inspiring and instructive. So I am seeing new energy in this important relationship-building strategy.

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### The value of the PRD...

With a big referral base like I have—more than 100 referrers—it's been important to have someone to keep the lines of communication open and flowing, because I just don't have the time to do it myself at the level you need to do it to get the right results. It has also helped with case acceptance, because having Michelle going into these practices and educating their teams on things like implant procedures makes a big difference when it comes to converting a patient exam into a confirmed appointment. The patients arrive with a greater understanding of why they are here.

### Why specialists need to do this...

Number one, if you participate fully and take advantage of the methods that are presented, without question it will grow your practice. But beyond that, there is the community aspect, not just during the program but in an ongoing way. I just talked with a member of the group today, and I have kept in touch with a number of the specialists I met through this experience. It's especially important for someone like me, as a solo practitioner, to have that community of like-minded specialists, who have been through the same program, and who have the same understanding of what's important.



## Michelle Bolsega

### Professional Relationship Director

I've been in the dental field since 1996 and this is the most rewarding position I have been in. Whether I am making phone calls or going out to visit referring practices, I take great pride in knowing I am representing Dr. Platt. I love being that connection between our practice and theirs. I have been performing this role for five years now, and during the Masters Program I was excited to see what a difference I could really make. Attending with Dr. Platt was an eye-opening experience—we were bouncing ideas off each other throughout the program and we came back home with a new energy and new sense of alignment. The Masters Program gave me new insight into what my career is all about.