



## SPEAR MASTERS PROGRAM

# SUCCESS STORY: DR. JEANNE SALCETTI

Periodontist - Colorado Springs, CO



The daughter of a dentist, a periodontist since 1995, and a former President of the Colorado Dental Association (among other distinctions)—Dr. Jeanne Salcetti has a keen understanding of what works and what doesn't in a specialist practice. Here she describes why the Study Club Masters Program works.

### **A program that brings it all together...**

The simple fact is that, as a clinician, you have to spend most of your time treating patients, which means you don't have a lot of time to devote to developing special growth strategies. For a new approach to be really useful, it has to be something that is intuitive, well-thought-out, and easy to implement. It has to be a turn-key solution you can trust. And that's exactly what I got from the Masters Program.

### **Building a community of referrers...**

My first Spear Study Club has been together for three years and a number of those GPs are starting to do more treatments on their own, so the referrals I have been seeing from them are different now—they are more complex cases. Since going through the Masters Program, I was encouraged to start a second club, which I am just launching now. I've got a great group of doctors there who are excited to get started and a lot of them are new referrers to the practice, so I know am just about to scratch the surface of what that will do for my inner community. Whether it's new strategies for working with long-time referrers, like those in my first group, or strategies for expanding my community, like I am doing with the second, I got a lot of inspiration and guidance from the program.

### **The tools make it easy...**

The tools that Spear has masterminded for this program are so useful for getting a plan in place, giving you guidelines to follow, and providing metrics to track. For instance, there is such a wealth of knowledge in the playbook of strategies, and all the touch points are laid out in an easy-to-follow way. Courtney (Professional Relationship Director) and I had a great meeting where we set our goals, and she has been diligently going through her spreadsheet, mapping out plans for all our inner and outer community referrers. Just having that kind of clarity has been priceless.

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### Getting full value from the PRD role...

I'm so lucky to have someone like Courtney in the PRD role. She has been with me for ten years now, through thick and thin, and it's been great to see her take on more responsibility. She has her own direct line and it's amazing how other practices just go right to her now, whether it's regarding a patient, or the study club, or my schedule. I just feel like I have been unburdened to a huge extent and that makes a big difference in how I feel about performing my role as a clinician.

Courtney has always been a great asset, and this program really showed us how to optimize her value. She has taken a much more visionary approach now, thinking about which approaches to take with which practices, and working out a schedule for implementation. There is a structure to what she is doing now, a consistency and sense of direction, that we never had before. To be honest, I don't think I ever would have been able to give her that kind of support and direction on my own.

### Consistently setting new production benchmarks...

I was able to take my production from an average of around \$100,000 a month in early 2016 to more than \$200,000 in February 2017—and that was working just 13½ days! Since completing the program, I have been consistently exceeding my goal, which I thought was high, by \$20,000 to \$30,000 a month. It's time for me to raise the bar again.

### A framework for being the best you can...

As specialists we all want to be the best we can at everything—the best at providing clinical care, at leading our team, at connecting with our professional community. But unless you have a very special skill set, it's very hard to master all of those aspects of the practice. The danger is you become a jack of all trades and master of none. What this program does is provide a foundation and framework for mastering all those things that drive success outside of the operatory. These are all time-tested and proven strategies that give you the confidence to be a great leader in every part of the practice.

There is a saying from Benjamin Franklin: "An investment in knowledge pays the best interest." I can say for sure that the Masters Program is worth every dollar and every minute of time invested.



## Courtney Wohl

### Professional Relationship Director

There is so much I have gotten from this program, and from all the support Spear provides, that has made a big difference in my career. Just the library of lessons at the Spear website, for example, has helped me grow in this role. I don't have to wait for a lecture or seminar in my area—I can go online and learn whenever I want. And attending the Masters Program workshop was an inspiring experience that helped Dr. Salcetti and me get aligned on what we were going to do as a practice and how I was going to contribute to that vision.