



SPEAR MASTERS PROGRAM

SUCCESS STORY: DR. JOAN GRECO

Oral Surgeon - Waimea, HI



After opening her practice in Hawaii in 1993, it didn't take long for Dr. Joan Greco to develop a reputation among patients in the community for her warm, caring demeanor. It's a reputation she has also earned in her professional community, as she genuinely values her relationships with her referring doctors. That's why she is a strong proponent of the principles taught at the Masters Program.

Making success manageable...

What I really got out of the Masters Program that made a big difference to me was not just growing the practice but being able to grow in an organized way so that I wasn't going to bring a lot more stress on myself. As it turns out, we have grown significantly and if anything my stress level has gone down. The systems really work, and the idea of bringing in a PRD (Professional Relationship Director) to take ownership of managing the relationships with referrers was a real game-changer. I was actually starting to think of retirement, but this program re-invigorated me.

A community in itself...

I have made so many lasting, valuable relationships with the other specialists who attended. It was great to be able to draw from the wealth of knowledge that was in that room. And we are still in touch now, asking each other questions, providing helpful tips, and just basically being supportive of each other. I feel so lucky to have found these people and to share this experience with them. And it's inspiring to see how things like Spear Online courses and the Masters Program have re-invigorated their careers too. It really feels like being part of a special club.

A new toolkit for a new way to practice...

I have been getting a lot of use out of the tools that were provided—and so is Severn, my PRD. That's an important component of this program too: they don't just tell you to hire a person and give you a job description outline. They walk you through exactly what the role entails, they provide tools for helping you introduce them to other practices, they invite them to come with you to Scottsdale to get aligned together, and then they give the PRD the tools they need to perform their role expertly. Spear has really masterminded the whole thing.

“We have tripled the gross income we bring in on most days and we’re seeing increases in monthly production of more than \$100,000 over the previous year.”



The return on investment was substantial...

My Spear study clubs have catapulted to a new level, especially since Severn came on, and my other referrers are becoming more active too. We are seeing a big increase in our number of referrals and, just as important, the quality of those referrals, and it has had a tremendous impact on revenue. We have tripled the gross income we bring in on most days and we're seeing increases in monthly production of more than \$100,000 over the previous year. A lot of doctors have asked me how we have done that, and there's really no one thing—just being in the Masters Program and having access to all the strategies and tools is like a gold mine. If you follow all of the things presented in the program—or even just some of the key things—it's almost like printing money.

The success gets paid forward...

As much as I enjoy being economically successful, there has to be more than that involved to keep me excited. As Imtiaz said during the program, "You're specialists, so be special." I think that as a leader in the dental community, you owe it to your referring doctors to be the best you can be, and to help them be the best they can be, so we can provide the best experience for their patients. The Masters Program really "gets it" when it comes to the importance of that interdisciplinary relationship. It is the driving philosophy of the curriculum.

A simple message for specialists...

To anyone considering participating in the Masters Program, I can only say it is a no-brainer. This is something every specialist who wants to grow their practice should do. I know there are a lot of specialists who think they know it all already, like I thought I did. I promise you, this program is going to change your life.



Severn Patolo Professional Relationship Director

It's been very rewarding for me to see the impact I can have in this role. I like the idea that Dr. Greco can focus on the patients and practice production, while I focus on what needs to be done with our referrers. It's not taking away from her relationships with them, it's enhancing those relationships, because I can spend more time than she could on helping with what they need, and that makes her and the practice look good. We are seeing more cases and bigger cases because of how much more time and attention we can devote to working with them as a team.