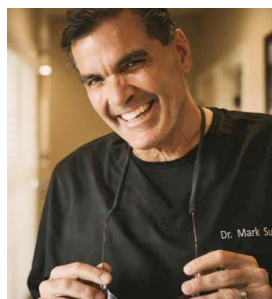




SPEAR MASTERS PROGRAM

SUCCESS STORY: DR. MARK SUTOR

Periodontist - Bloomington, IN



As a practice owner who has thrived through change throughout his career, Dr. Mark Sutor is always looking at ways to adapt and grow in an ever-evolving professional landscape. He talks about why the Spear Study Club Masters Program is the ideal educational opportunity for any specialist who wants to stay at the forefront of the profession today.

A way to “reset” the mindset...

Life can get hectic when you are running a busy practice. I think most practitioners can relate to the feeling of being pulled in different directions all the time. So even when you know, deep down, what needs to be done to develop the practice, it's easy to get sidelined with other things that demand your attention. That's what made the Masters Program so valuable to me. It refocused me and forced me to think about the things that are instrumental in growing referral relationships and growing the practice. Then, it provided the tools to make it simple to take action right away. It's the kind of experience that makes you eager to get back to the practice and start putting the ideas to work.

A great team alignment opportunity...

I have been in practice for 25 years and I have seen a lot of changes. In the last five years or so especially, things have really changed; it takes more time and effort to get the same results. That's not something that worries me really—it actually inspires me—but I have had a hard time communicating that reality to my team. Having my key team members there at the workshop to absorb that message in the powerful way it was presented was a real “a-ha moment” for everyone, and for once I felt that we were all on the same page.

Taking ownership of the referral process...

One thing that really hit home was the idea of personalizing your approaches to your referrers. The concept of the various referring “personas” that were introduced, and the targeted strategies to use with each kind was very instructive. It's not about trying to pigeonhole people; it's more about recognizing that the practice of Referrer A is going to be different than the practice of Referrer B—a different mindset, a different culture—and if you are going to be successful you have to meet them on their own terms. The way we look at, if we get a “problem” referral who comes to us unprepared or misinformed, that's on us. We need to look at what we have to do better with that referring practice.

Taking a leap of faith...

The busier you are, the more effective you have to be with your time. That's why the team leadership tools are so important, and that's also why you have to have faith and take the leap to expand your inner community. I realized from attending this program that my study clubs were my best tool for engaging with my referrers, so I started a fourth club and now I have a whole new base of relationships to grow.



“The first full month since we have implemented our plans... was easily our best month of the year. We ended up doing around \$26,000 more in production over the year before.”

Redefining a crucial role in the practice...

Joanna (Dr. Sutor's Professional Relationship Director) has been with me for 16 years and I have always admired her creative instincts when it came to things like marketing and organizing events. She has a natural ability for things like that. But like a lot of creative people, I think she benefits from having a structure to follow to help her channel those energies in the most effective ways. Since we have given her the PRD responsibilities as outlined in the Masters Program, I am seeing a whole new dimension in what she is capable of. In fact, now I'm looking at ways to take her away from some of the many other duties she shares around the office, because I like the results we are getting when she has the time to focus on community outreach with our referrers.

The early results are in...

This last month was really the first full month since we have implemented our plans coming out of the last Masters Program workshop, and it was easily our best month of the year. We ended up doing around \$26,000 more in production over the year before.

Quality material to take home and to send out...

We were very impressed with the material that is provided to create high-quality marketing tools. The booklet we had printed to distribute to our referring practices, based on the template provided, turned out great. It's exactly the kind of thing that will help set us apart and help communicate our value in a tangible way. And the e-newsletter is another great idea, with an easy-to-read format and a great variety of content. These are the kinds of things you always want to get around to doing, but never seem to find the time to bring it all together. The Masters Program lays it all out for you, and gives you great content that is easy to adapt.

An approach that is becoming more and more important to specialists...

The way specialists practice today is so different from the way it used to be. In this kind of hyper-competitive marketplace, there are a few crucial things you simply have to master. Most of all, to be successful as a specialist in the future, you are going to have to have a solid, loyal community of referrers. The Spear Masters Program, in my opinion, is a “must” for any specialist who wants to conquer the challenges ahead.



Joanna Anderson **Professional Relationship Director**

The Spear Masters Program has given me a new outlook on my role in the practice. Over the years, I have become friends with many of the people in our referring practices, but now I have more of a defined purpose, and it's taking those relationships to another level. I also like the idea of the follow-up webinars for PRDs that are part of the Masters Program. That kind of accountability and sense of community is so important in staying motivated and energized, and keeping the learning process going.