How to Grow a Private Dental Practice

The 6-Month Strategy for Independent Practices

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A Busy Diary Isn't a Growing Practice

A full diary and healthy-looking turnover can hide the same problem: growth handled as one lever instead of several connected ones.

Growth Is Not One Lever

Push harder on new patients without a system to convert them, and enquiries pile up without turning into treatment. Fix conversion without addressing capacity, and the systems behind it strain under the extra volume.

The Seven Fundamentals of Growth

Part 1 of 2

- Vision
- Leadership and Team Motivation
- Sales and Case Acceptance
- Marketing and Brand Growth

The Seven Fundamentals of Growth

Part 2 of 2

- Systems and Operational Efficiency
- Financial Strategy and Profitability
- Clinical Strategy

Vision and Leadership Come Before Marketing

Leadership decides whether a strategy becomes daily practice or stays an idea the owner has in their head. Vision has to be specific: the dentistry you want to deliver, the income you need, and the working week that makes both sustainable.

Build a Case Acceptance System, Not a One-Person Show

Growth that depends on one brilliant communicator is fragile. A Treatment Coordinator system turns case acceptance from a personal skill into a practice-wide process.

Make Marketing Earn Its Return

Marketing only matters once the rest of the practice can actually use what it brings in. A lead that lands with no structured way to present treatment is money spent for very little return.

Turn Effort Into Something You Can Measure

Turnover tells you how much came through the door. It doesn't tell you what's actually working. Well-established KPIs and operational systems turn “things feel better” into evidence you can rely on.

The Six-Month Strategy

Reality vs Hope

Real acceleration only works once several of the fundamentals are already moving. It isn't just about working harder.

Six Months Only Works If...

At least two or three fundamentals are already in motion:

- An existing case acceptance system
- Marketing that's already running
- A team aligned around a shared strategy
- KPIs and operational systems that are already dependable

Where none of these exist yet, six months is hope, not a plan.

Where This Leaves Your Practice

It was never about finding the one fix that unlocks everything. Whether growth comes together over fifteen months or six depends on how much of it is already moving before you start.

Let's Find Out Together

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Book a Practice Coaching Call

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