



# SAS Communicator

SAS Transitions

Susan A. Spear

[www.sastransitions.com](http://www.sastransitions.com)

## Considering a Practice Transition? Have You Developed A Practice Prospectus Profile?

When moving forward towards a practice transition, one of your main objectives is to put your best foot forward in presenting your practice for potential prospective associates/partners. After the initial contact, resume, interview, personality profiles, etc., comes the time to provide a comprehensive overview of what your practice has to offer.

Often, dentists move into a practice transition without the important tools they need to show a prospective candidate what a valuable practice they have. Instead, they scramble to produce reports from their computer programs, give statistics and numbers off the top of their heads, glorify their system operations, and misquote team information, only later having to apologize for misinformation.

A Practice Prospectus Profile is a professional document that addresses several aspects of your practice including personal, operational, and financial background. It does not make promises or present in-depth proprietary information. However, what it does do is answer fundamental questions that are paramount for a prospective associate/partner, such as:

- 1) *Who is the owner dentist and what is his/her background?*
- 2) *Is there a transition plan in place that offers opportunity?*
- 3) *Is the practice located in a geographical area that is attractive to my needs?*
- 4) *Does the location and facility offer the type of environment I am seeking?*
- 5) *Are there sufficient current patients and new patients coming into the practice to help support two dentists?*

- 6) *What type of management systems are in place?*
- 7) *What is the team profile like?*
- 8) *Does the financial viability of the practice look promising?*
- 9) *Are treatment fees respective of the quality of dentistry offered in the practice?*
- 10) *Do treatment protocols represent my personal philosophy of care?*

And many other questions that affect his or her decision making when choosing a practice.

Your professional Practice Prospectus Profile says so much about you and your commitment to excellence. Attract the best candidates by using the best tools!



Be not afraid of growing slowly, be afraid only of standing still.

...Chinese Proverb

### TRANSITION CORNER

#### “I’m So Busy Now, Is Marketing My Business Really Important!”

Operating a dental practice is time consuming, and can be emotionally and physically exhausting at times. Keeping up with the business operations of the practice often gets put on the back burner until we have time.

When we are busy, we equate it to business success and times are good.

However, if we do not keep the pace of what I call “feeding the marketing pipeline,” we may find ourselves looking at the next month wondering how we are going to pay bills.

I can refer to a litany of experts that will tell you that you must keep your name in front of your potential patients, meet your quarterly

marketing objectives, consistently ask for referrals from existing patients, stay in-touch with your referral network (specialists, community organizations, etc.), and remember to “sell” your services whenever possible. But dentists get busy. Don’t let your “busyness” be the downfall of your “business!”

#### Next Issues:

- Am I Ready for a Practice Transition?
- Customize Your Patient Education Programs With Microsoft PowerPoint®
- Marketing Strategies for Adding a New Associate/ Partner to Your Practice
- Marketing Planning, The Law of The Universe!
- Can Professional Coaching Make a Difference in My Consulting Success?



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**“Transition Consulting for  
Dental Professionals”**



**Susan A. Spear**  
**SAS Transitions**

### **What is SAS Transitions and who is Susan Spear?**

*SAS Transitions* is a national transition service company dedicated to providing comprehensive transition consulting for all dental professionals. I bring over 30 years experience in dentistry to helping dental professionals analyze, assess, and plan to improve the way they currently deliver their services.

My background and experience includes working with private and commercial practice and business transitions and acquisitions, developing and implementing marketing strategies for dental businesses, managing both the clinical and business aspects of quality dental practices, teaching and training dental professionals at all levels including maintaining an associate faculty position at the University of Colorado School of Dentistry, and providing business consulting and personal coaching services for a variety of dental professionals throughout the United States.

I believe there are three aspects to every business, the Business Operations, the Financial Management, and most importantly, the Relationship Component that is the fundamental glue of every business. As a change management specialist, I address all three aspects of your business in an effort to support the business as a whole. I also value my ability to network with other dental support companies and professionals when necessary to assure my clients receive the best care and services dentistry has to offer!

## **Service Area Highlights**

- Transition Assessment and Planning for Dental Professionals
- Business and Marketing Plans
- Coaching for Professional Speakers
- Custom PowerPoint® Presentations
- Quality Practice Prospectus Profiles and Valuations
- Development of Professional Agreements and Contracts
- Clinical Consulting for Restorative Teams
- Professional Business Coaching

**Call Today for a  
Complimentary Consultation!**  
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