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## Your Wake-Up Call

Last month I asked you to keep it brief with patients. This month, I'm about to talk a lot and I apologize in advance. Buckle up, this one is going to be bumpy.

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There are two things standing in the way of your future transition into retirement.

### #1: YOU

### #2 Dental Management Service Organizations (DMSOs)

#### Facts:

- There were 159,246 General Dentists in the US in 2021
- There are 70 accredited dental schools
- 6,665 dentists graduated from accredited programs in 2021
- **It will take roughly TWENTY-FOUR YEARS to generate enough dentists to buy you out, not including DMSO's**
- **I hope I have your attention!**

#### Three Essential Take-aways From these Facts:

1. **YOU MUST STAY UP TO DATE WITH EQUIPMENT.** You might say you're getting by perfectly with your OG ScanX ; your 1996 autoclave is still kicking. I tell my clients all the time; if you don't have debt service on your equipment, you are already behind. And no kidding; If you're still processing traditional x-rays, your practice is worth about 30% less than others.

Spend the money and modernize your equipment. Digitize all your records. Scan every document. It's not just HIPAA compliant, it makes you more saleable.

2. **UPDATE THE OFFICE.** Simple things like paint, flooring, and overall cleanliness can make or break a deal. Just because you sterilize your instruments does NOT mean your office looks clean and welcoming. Walk outside, come back in, and look as if you're seeing your office for the first time. Make or delegate the updates.

3. **INVEST IN YOUR TEAM.** No one wants to inherit the toxic culture you're too nervous to try and correct. Either work with a professional to adjust internal dynamics or weed the low tier players now. You'll be rewarded with higher earnings at closing.

#### DMSO's:

The DMSO model is COMPLETELY RELIANT on a steady influx of new graduates to staff multiple locations.

**While you're "thinking about" retiring in a few years, they are aggressively recruiting D2's and D3's with cash payouts, free steak dinners at Ruth's Chris and \$50K sign-on bonuses. Without these relationships, their model will cave.**

Two years in, the young dentists can vacate their contracts and get bank loans to buy you out. (Thanks a lot, Dodd-Frank.) I suggest getting in relationships NOW with as many dentists practicing in doc-in-a-box operations as possible. Meet with and mentor them. And, if you are close in proximity to or have an alumni relationship with your alma mater, USE IT.

You do NOT have the time or resources these "Becker's Dental DMSO Billionaires" have. But you CAN attract the dentists who have had it with their values and culture.

If you're wondering how close you are to being ready to compete for prospects, please consider adding me to your team to help build the practice that can and WILL sell.

Until next time!

**Angie**

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Angie Skinner is a nationally recognized Coach, speaker and author, specializing in dental practice profitability. She is a member of the National Speakers Association, and a Continuing Education provider through the AGD's P.A.C.E program. [Email Angie](#) [About Angie](#)

