

## **Example Core Value Statements:**

The following are *examples* of core value statements. We intend them to give you ideas about how you might develop your core values. You should rewrite them to meet your beliefs. This is not an exhaustive list. You might have other areas or values that are not included here.

### **Patient Care Objectives**

The optimal care for our patients is our first concern.

Dental practice is primarily a business. We provide care only for those who pay for services.

Patients should be responsible for their own treatment decisions.

We engage patients in their treatment decisions.

Making money is the result of treating patients in the best possible way.

Preventing oral problems is more effective than treating them.

### **Quality of Care**

The highest quality technical care is essential to success.

Behaviorally sophisticated patient management is necessary for our practice to prosper.

### **Work Environment**

Each team member makes a valuable contribution to our patient care.

The practice should be a fun place to work.

A team-centered work environment is important for doctors, staff and patients.

### **Management Style or Structure**

We value a strong participative management style.

The doctor is the primary decision maker in the dental practice.

### **Team Members' Responsibility**

All members share in organizational responsibilities.

We expect team members to work hard and to be well compensated for their work.

Staff members must follow directions without hesitation.

### **Team Members' Professional Growth**

The practice will encourage and facilitate individual team member's continual professional growth.

Individual team members should be responsible for their own professional development.

### **Reward Structure**

We share rewards proportionally with all contributing staff members.

We pay a competitive wage and benefit package for our team members.

Rewards for all team members depend upon the profitability of the practice.

### **Relationship to the Community**

We provide care for all members of the community, regardless their ability to pay for services.

All members of the team participate in external dental missions to promote dental health in the community.

We devote a portion of our practice time to serving less fortunate members of our community.

## **Example Elements of Practice Mission**

The following are *examples* of practice mission statements. We intend them to give you ideas about how you might develop your practice mission. You should rewrite them as action verbs to reflect your core values. Like the core value statements, this is not an exhaustive list. You might have other areas or values that are not included here.

### **Approach to Patient Care**

We involve patients in the choice of their treatment options.

We provide comprehensive care, referring to specialists when it improves patient treatment.

We will serve our patients in a modern facility with the most modern equipment and materials.

We will not enable poor treatment choices by our patients.

We provide an excellent patient experience that results in high referral rates.

### **Financing Dental Care**

We serve patients who can comfortably afford our care.

We take a limited amount of discount dental care insurance plans.

We participate in all major dental insurance plans.

We encourage patient acceptance of treatment through accommodating office financial policies.

### **Personal and Staff Preparation**

Each member of our team will participate in annual continuing education to improve his or her knowledge and abilities.

Our staff members will provide care to the best of their abilities each day.

### **Community Responsibilities**

We provide care for all members of our community.

All team members will be actively involved in their professional organization.

The practice annually will donate a portion of profits to worthy community causes.

We participate in Medicaid and private charitable dental service programs to help the less fortunate in our community.

## **Example Strategies**

The following are *examples* of strategies to achieve the practice mission. Like the core value statements, this is not an exhaustive list. You might have other areas or values that are not included here.

### **Third Party Plans**

We will participate in managed care plans in the start-up phase of practice to generate patient base.

We will end managed care participation when we have built sufficient patient base.

We will participate in Medicaid throughout our practice to fulfill our community responsibilities.

### **Credit and Collection Policy**

We will start with an easy credit and collection policy to build patient pool.

We will keep a strict credit and collection policy to keep accounts receivable and uncollectibles low.

### **Fees**

We will keep fees low to penetrate our market.

We will be a high-end dental provider, keeping our fees at the upper end for the area.

### **Operatories**

We will build operatories as patient demand dictate.

We will build operatories and drive patient visits to fill them.

### **Hours**

We will keep only week day business hours.

We will work extended hours to increase patient base.

We will not work more than 540 hours per week to avoid overtime pay.

### **Continuing Education**

We will only take the amount of Continuing Education that we need for license renewal.

We will take more than the required amount of Continuing Education to improve our service offerings to patients.

### **Staff Compensation**

We will pay above average pay and benefits to attract and keep the best staff members.

We will pay above average pay, but below average benefits to keep staff members who are motivated by money.

### **Practice Style**

We will keep a general practice style so that we can maximize the target population.

We will develop a niche style practice so that we have more freedom with fees and credit policy.

### **Advertising**

We will gain patients through other marketing efforts, not advertising.

We will advertise heavily to generate patient base.

### **Loan**

We will pay off our loan as soon as possible to be debt free.

We will pay off our loan as needed to free cash for other uses.