KEEP YOUR PATIENTS SMILING

Eight ways to improve your dental practice

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MAKE IMPROVEMENTS

1. ELEVATE CUSTOMER SERVICE

Treat patients like clients you serve—not problems you fix.

Tighten touchpoints: Text reminders, day-before confirmations, and post-op check-ins - Offer same-day dentistry where appropriate - Run on time (protect the schedule like revenue)

JRA helps: map your current patient journey, set SLAs (on-time, response windows), and track KPIs (no-shows, reappoint rate, referral rate).

2. TREATMENT PRESENTATION

Standardize who, when, and how you present. Use visuals, plain-language benefits, financing options, and brief “what if I wait?” outcome stories. Goal: higher case acceptance without pressure.

JRA helps: build a presentation script, acceptance tracker, and training cadence for the whole team.

3. MODERNIZE YOUR TECH STACK

- Secure, fast, HIPAA-compliant systems
- Online scheduling, tele-triage/video consults, two-way SMS
- A clean, mobile-friendly website
- Practice management software with digital records

JRA helps: quick tech audit, vendor shortlist, and implementation plan focused on ROI and exit readiness.

PLANNING AHEAD

4. CHOOSE THE RIGHT REAL ESTATE

Let goals drive space decisions: - **Growing fast?** Favor expansion options or a short lease term - **Prefer simplicity?** Leasing shifts maintenance to a landlord - **Want control/equity?** Ownership + potential rental income

Timing tip: Start lease renewal strategy **12–18 months** before expiration to avoid forced relocations and spikes in rent. **JRA helps:** tenant rep services, purchase vs. lease analysis, and negotiation strategy.

5. UPGRADE YOUR ASSETS

Stay current on **equipment and interiors** to improve patient experience and valuation. If you're within ~2 years of selling, avoid major equipment splurges—focus on refreshes (paint, flooring, furniture) that photograph well and communicate a modern practice. JRA helps: capex prioritization and a simple ROI/valuation impact model.

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6. KNOW YOUR TIMELINE

Begin transition planning **3–5 years** before retirement A well-prepared practice sale typically takes **4–8 months** (longer for specialties and rural locations)

JRA helps: readiness assessment, timeline, and taskboard (financials, hygiene capacity, payer mix, facility, staffing).

STRENGTHEN YOUR TEAM

7. BUILD A STRONG TEAM

Hire to your bottlenecks. Cross-train. Create growth paths so A-players stay. Document playbooks so the practice runs smoothly without heroics.

JRA helps: org design for capacity (front desk/DA/RDH), onboarding checklists, and incentive frameworks aligned to KPIs.

8. ADD AN ASSOCIATE

A quality associate can keep more procedures in-house, cut wait times, and reduce owner burnout—while creating a **future partner or successor** pathway.

JRA helps: comp plan templates, production ramp targets, buy-in structures, and partner track frameworks.

YOUR EXPERT BENCH

Assemble a trusted circle: - Commercial real estate broker - Project & property management - Practice appraiser - Transitions broker (valuations & sale process)

JRA bundles these disciplines so you can focus on clinical care while we help with growth, valuation, and exit.

ACTION CHECKLIST

- [ ] Map patient journey & fix the top 3 friction points
- [ ] Standardize treatment presentation & track acceptance
- [ ] Complete a 30-day tech refresh plan
- [ ] Calendar lease review date (≥12 months pre-renewal)
- [ ] Refresh interiors that impact first impressions
- [ ] Build a 3–5 year transition roadmap
- [ ] Close staffing gaps; define roles & KPIs
- [ ] Scope an associate plan or successor track

ABOUT JRA HEALTHCARE

JRA Healthcare is a full-service real estate and practice advisory firm dedicated to helping dental professionals plan, grow, and transition with confidence. Our team specializes in site selection, lease renewals, practice start-ups, expansions, relocations, and property acquisitions—bringing strategic insight to every stage of ownership.

ABOUT JRA TRANSITIONS

JRA Practice Transitions provide expert guidance in dental practice sales, valuations, and structured buy-ins nationwide. We help owners maximize value and identify the right successor while ensuring a smooth, well-managed transition process. From valuation to closing, our advisors handle the details so you can focus on your next chapter with clarity and peace of mind.

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