



Practice Management Cheat Sheet

With Expert Tips from Dr. ArNelle Wright



Building a successful practice



Building a successful dental practice requires a team that believes in the vision set by the owner, along with both the will and the skill to achieve the vision on a daily basis. Once a team becomes established, and the trust is evident by the office environment with relationships that exist outside of general work responsibilities, it becomes easy to achieve while operating within the four walls of the dental practice."

- Dr. ArNelle Wright



About Dr. ArNelle Wright

Dr. ArNelle Wright is a wife and mom of two boys. She is a graduate of the University of Florida College of Dentistry. Dr. Wright has received several awards for her leadership, contributions to the field of dentistry, and co-hosts an award-winning podcast on behalf of the ADA, entitled Dental Sound Bites. Her approach to dentistry and mentorship inspires her peers and mentees to value their role as leaders of the practice, while also providing their patients with optimal dental care.

IG handles: [@thedailydentist](#) [@dentalfemme](#)

Tips from Dr. ArNelle Wright

#1 Master the software

Every dental practice uses software to support their practice, to house their patient's data, to track business metrics, and to document patient encounters... at the very least. Our practice software does so much more than we know, and for the team that strives for success, a commitment to learning the most intricate details of the software is key. As a licensed clinician, I often think about ways to improve my clinical skill, which yields success in patient outcomes, and that ultimately leads to practice growth. In a similar fashion that dentists are committed to clinical lifelong learning, the team as a whole can commit to the patient experience by learning the software inside and out.



Although underexplored in dental institutions, practice management is equivalent to providing great clinical care, as it relates to the success of the practice. With these three tips it is my hope that we place just as much emphasis on leading our teams towards success as we do with providing quality care."

#2 Communicate expectations with the team

Leaders lead by example, but also through clear communication. While so much of communication happens through body language, it is still key for the dental team to

use clear, direct verbal communication. In order for the team to thrive, and the patients to have a 5-star experience, it takes communication at each point in the workflow. Additionally, when the entire team speaks the same language, patients notice. I always want my patients to feel cared for whether they are having a procedure performed, or visiting for a follow up.

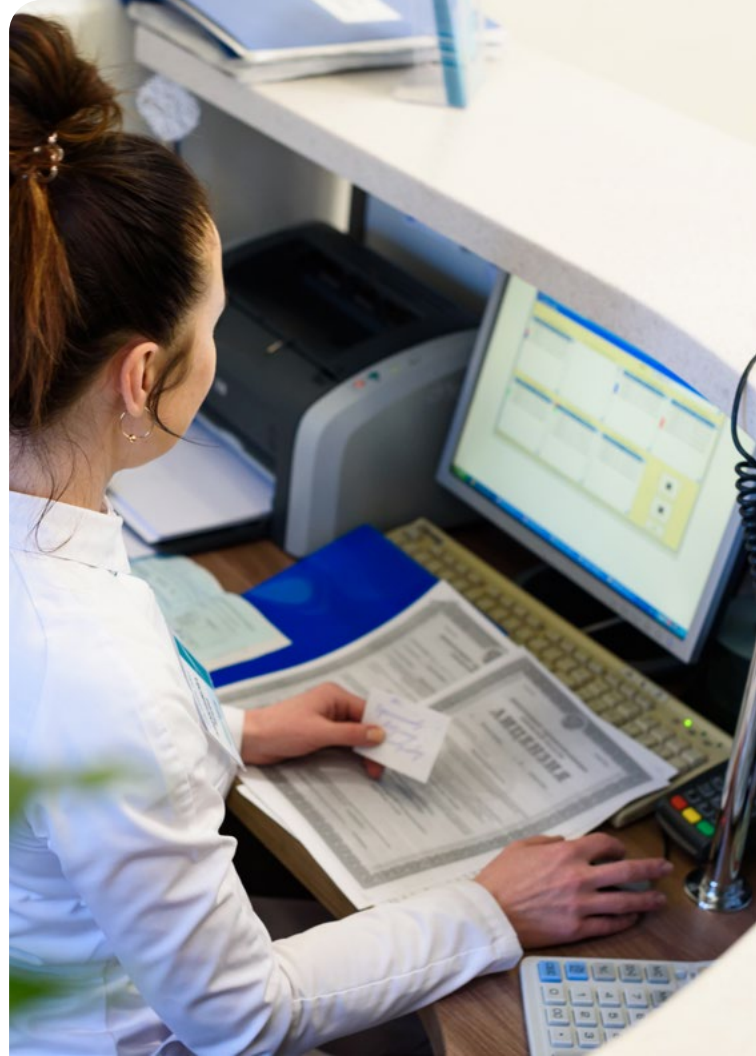
#3 Empower the team to own their roles

Teamwork truly makes the dream work. Once the team has been introduced to the vision and directed on the expectations, now they need to be empowered to perform. In my experience I've found that our team wants to succeed as much as we do. They want to partner. They want to contribute. Oftentimes though, they haven't been given the liberty to do so. This liberty, from my perspective, is to be celebrated when they've helped a patient say 'yes' to the care they need, and to be redirected as needed when they may fall short of the expectation. But most of all, they need to be equipped with the resources and knowledge necessary to do a great job. As the person at the helm, it behooves the doctor and owner to allow the staff to buy in by entrusting them in their set roles.

Tips from Intiveo

#4 Leverage automation for efficiency and growth

Automation is transforming practice management by streamlining operations, improving the patient experience, and reducing administrative workload. Strategically automating certain processes, like sending appointment reminders and collecting digital forms, gives your staff the time to focus on patient care. Plus, it gives your patients a better experience, too! By integrating automation into your practice, you can enhance productivity, improve patient engagement, and create a smoother workflow for your team.



#5 Set your staff up to meet patients where they're at

Effective communication is key to building strong patient relationships, and that starts with meeting patients where they are. Every patient has different preferences when it comes to communication — some prefer text messages for quick updates, others rely on email for detailed information, and some still appreciate a personal phone call. Ensuring your practice has the right technology to support all forms of communication allows you to connect with patients in the way that works best for them. This not only enhances convenience but also creates a more personal and inclusive patient experience. By offering multiple communication channels, your practice can improve appointment adherence, foster stronger patient engagement, and ultimately provide better care.

About Intiveo

Intiveo is a patient engagement software, designed to empower dental practices to enhance the patient experience. Our platform improves patient engagement and outcomes through two-way chat, recall reminders, quality improvement surveys, and online review management tools. With comprehensive integrations across major PMS systems, Intiveo streamlines front office workflows, centralizing patient engagement and communication management. Intiveo serves over 3,000 dental practices across North America, helping them improve their patients' experience, streamline operations, and drive revenue growth while improving staff morale. For more information, please visit intiveo.com.



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