

JSOP Systems



I) Organizational (Management) System

- A. Org Charts

II) Team Building System

- A. Employment Manual
- B. Individual Job Descriptions
 - 1. Outline Form
 - 2. Detail Form
- C. Recruiting
- D. Interviewing
- E. Hiring
- F. Firing

III) Training System

- A. Administrative
- B. Financial
- C. Marketing
- D. Clinical

IV) Marketing System

- A. Marketing Director
- B. Marketing Plan
- C. Marketing Teams
- D. Internal Marketing
 - 1. Patients/Parents
 - 2. Brochures
 - 3. White Papers
 - 4. Closed Circuit/Computerize Reminders
 - 5. Statement Stuffers
 - 6. Newsletters
 - 7. Etc., Etc.
- E. External Marketing
 - 1. Health Professionals
 - 2. Community
 - 3. Direct Mail
 - 4. Newspaper
 - 5. Magazine
 - 6. Radio
 - 7. TV

V) Enrolling System

- A. Marketing
- B. M.O.T.'s (Moments Of Truth)
- C. New Patient Information
- D. New Patient Appointment
 1. When Scheduled
 2. "Type" Of Greeting
 3. New Patient Tour
 4. Clinical Examination
 5. Problem(s) and Treatment Explanation
 6. Presentation (Dr. and/or PC)
 7. Financial Arrangements (If No Formal Consultation)
 8. Set-Up Appointments
 9. Formal Case Presentation (If Done)
- E. Ongoing Communication - Dr. and All Staff

VI) Scheduling

- A. Doctor Time JSOP
- B. Schedule Staff Members NOT Patients
- C. Color Coding
- D. Precise Multiple Treatment Cards
- E. Integrated Monitors AND Communication
- F. There Is No Such Thing As An "Average" Day!

VII) Communication System

- A. Office Team Communication
- B. Health Professional Communication
- C. Patient/Parent Communication
- D. Vendor/Supplier Communication

VIII) Diagnostic System

- A. Medical Dental History
- B. Superb Patient Interview (Not Lengthy)
- C. Absolutely Complete Clinical Examination
- D. Full Problem Description
- E. Full Treatment Explanation (Preliminary)
- F. Presentation of (D & E Above) Computerized
- G. Complete Diagnostic Records
 - 1. Models – Mounted, Trimmed –“E” (Full Treatment)
 - 2. Meaningful Photographs
 - a. Facial
 - ° Frontal – Lips in Repose
 - ° Frontal – “Natural” Smile
 - ° Profile (Mandible Not Advanced)
 - ° Profile (Mandible Advanced–Anterior Teeth Edge-to-edge)
 - b. Intraoral
 - ° Right Lateral (Teeth Together–Mandible on Hinge)
 - ° Left Lateral (Teeth Together–Mandible on Hinge)
 - ° Frontal (Teeth Together–Mandible on Hinge)
 - ° Frontal (Teeth Apart–To Get Good View Of Lowers)
 - c. Occlusal (Upper and Lower)
 - 3. CBCT Scan
 - a. Panoramic
 - b. Cephalogram A-P View
 - c. Cephalogram Frontal View
 - d. TMJ’s (Lateral, Coronal, 180° View)
 - e. Airway – 4 Views
- H. Diagnostic Records Checklist
- I. Treatment Planning Checklist
- J. Definitive Treatment Plan

} B - F is recorded

IX) Clinical PhysioDynamicSystem (P.D.S.)

- A. Bracket Type (Conventional, SLB)
- B. Bracket Prescription
- C. Wires
 - 1. Material – S.S., Titanium (Various Types)
 - 2. Sizes
 - 3. Use for Each
- D. Bracket Bonding/Banding
 - 1. Direct
 - 2. In-Direct
 - a. Method(s)
- E. Basic Clinical Systems
 - 1. Phase I Orthodontics
 - 2. Adolescent Orthodontics
 - 3. Adult Orthodontics
 - 4. Surgical Orthodontics
 - 5. TMD
 - 6. Sleep Apnea

X) Financial System

- A. Accounts Payable
- B. Account Receivable
- C. Delinquencies
- D. Budget
- E. Overhead
- F. Insurance
- G. Spreadsheets