JSOP Systems

- Organizational (Management)
- Team Building
- Training
- Marketing
- Enrolling
- Scheduling
- Communication
- Diagnostic
- Clinical PhysioDynamic System (PDS)
- Financial
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
IX) Clinical PhysioDynamic System (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