



THE IMPACT OF PROVIDER-LED PROCESSES IN A MULTI-SPECIALTY ENVIRONMENT

How Rock Dental Brands' unique approach to provider involvement has allowed the organization to foster commitment and raise the bar of quality patient care.

Rock Dental Brands is a comprehensive practice management group that provides support to both general dentists and dental specialists of affiliate brands. In an ongoing effort to provide the highest quality of care to its patients, the group relies on its network of dental experts to become intimately involved in various aspects of the organization. Recognizing that its doctors have distinct knowledge and expertise to offer, Rock Dental Brands uniquely places its doctors at the forefront of both the clinical and operational facets of the organization.

On a recent episode of [Call Box Dialed In](#), Jake Sligh, Chief Marketing Officer of Rock

Dental Brands, described how the group's structure is unique in the DSO space. Not only are the doctors highly involved in the organization, but they're also leading the charge in making crucial decisions that go into the day-to-day of Rock Dental Brands.

"What our big difference has been and where we have started to gain a lot of traction is that our providers truly lead in everything that we do," Sligh revealed. "So we have a doctor leadership structure that is completely separate and works in tandem with our Operations Team. But it's basically the voice for the provider in everything that we do, from recruiting all the way through obviously the big

clinical things of formularies and supplies and labs and clinical procedures and those kinds of things."

Understanding the benefit of involving the organization's providers to gain commitment, Rock Dental Brands has developed various boards and committees that impact everything from collections to lab work. This gives doctors the opportunity to voice their opinions, provide feedback, and ultimately make decisions that will guide the organization moving forward.

"The nice thing in the DSO space is that not every doctor wants to lead in every [niche]. If they did, they'd probably own their own practice," Sligh

explained. "But in some of those cases where you've got to really care, really get passionate about one thing or another, this gives them the opportunity to dig in and get their hands dirty with some of the back office stuff."

Sligh described a particular doctor who has a unique passion for lab work due to the nature of his dental specialty. This doctor has since become one of the group's go-to providers for evaluating and making decisions around lab usage. Not only does this role allow the provider to pursue a unique passion and get involved in another aspect of dentistry, but it also benefits the overall organization to ensure it is maintaining the highest standards of care and keeping its patients at the forefront of every decision.

"It really is, for us, the best check and balance on keeping the patient at the forefront," Sligh said. "It's great to have a strong business support system and a great operational support system and marketing support system, but it can be very easy for those folks who don't see a patient every day to get off course. An MBA does not teach you how to pick the right lab; it can teach you to pick the cheapest or the most convenient or the fastest, but that's basically it."

Rock Dental Brands has gone

as far as to build out their teams, such as Marketing and Operations, to mirror the dental specialties. For example, there is a specific Marketing Team that supports pediatric dentistry and another that supports orthodontics. This allows for direct accountability of each team for its specialty's performance, and enables the team to focus on the unique needs and workflow associated with each specialty.

Support services exist to do just that – support. Sligh aims to create a frictionless environment for Rock Dental Brands where entrepreneurial ideas are encouraged and those who are interacting with the patients every day have a voice.

Through the unique structure implemented at Rock Dental Brands, providers are able to not only take charge of the initiatives that directly impact their roles, but also get involved in other aspects of dentistry they are passionate about it. In doing so, providers become more committed to new initiatives, and the organization as a whole operates as a support system to those who are directly providing patients with care. This approach serves as a competitive edge for Rock Dental Brands, as it ensures both patients and their providers remain the focus of the organization.



"An MBA does not teach you how to pick the right lab; it can teach you to pick the cheapest or the most convenient or the fastest, but that's basically it."



JAKE SLIGH

Chief Marketing Officer,
Rock Dental Brands