

5 THINGS I WISH I KNEW

BEFORE I BOUGHT A

DENTAL PRACTICE

By Dr. Philip Stanfield



ELEVATE
DENTAL CONSULTING



5 THINGS TO HELP YOU WIN

1

EVERYTHING IS NEGOTIABLE

Negotiation is a powerful tool that extends beyond just the financial aspects of running a practice; it can reshape the entire patient experience. Every element, from insurance reimbursements to operational costs, presents an opportunity for dialogue, encouraging a collaborative approach that can ultimately enhance care. By being open to negotiations, not only can practices optimize their resources, but they can also empower patients to feel more comfortable saying “yes” to necessary treatments. This mutual flexibility fosters a sense of trust and partnership, leading to positive outcomes for both healthcare providers and patients alike.

2

NEVER ASSUME WHAT A PATIENT WANTS

It's essential not to restrict your patients by making assumptions about their preferences or circumstances. Instead, approach each case with a comprehensive treatment plan that outlines the best possible options for every situation. By presenting a full spectrum of choices, you empower patients to understand their health fully and make informed decisions that align with their needs and values. This openness not only builds trust but also enhances patients' engagement in their own care, ensuring they feel valued and respected throughout the treatment process.



3

ACT LIKE A CEO FROM DAY ONE

You're the clinician, but you're also the leader. The sooner you embrace the CEO mindset, the faster your practice will thrive. Great dentistry alone is not enough; success requires strong systems, a motivated team, and smart business decisions. Bring in experts to handle areas that aren't your strengths, such as accounting, HR, marketing, and operations, so you can focus on high-value leadership and patient care. Running a practice like a business does not take away from your passion for dentistry. It amplifies it by giving you the structure to grow confidently and sustainably.

4

ADDRESS PROBLEMS IMMEDIATELY

When challenges arise with team members, patients, or vendors, don't wait. Early and honest communication prevents small issues from escalating into major problems. Avoiding difficult conversations may feel easier in the moment, but it almost always leads to bigger setbacks later. Set a tone of transparency and accountability in your practice by addressing concerns directly and encouraging open dialogue. Your team will respect your leadership, patients will trust your integrity, and your practice culture will stay strong. In dentistry, the most successful leaders are also the most courageous communicators.

5

KNOW YOUR DEMOGRAPHIC

To effectively grow your practice, it's crucial to truly understand who your patients are and what their specific needs entail. By investing in continuing education that directly addresses those needs, you can enhance your skills and tailor your services to better serve them. This alignment between your professional development and your patients' priorities not only elevates the quality of care you provide but also fosters stronger relationships and greater patient satisfaction. When patients see that you are committed to adapting and improving based on their feedback, it instills confidence and loyalty, ultimately driving the growth of your practice.

ADDRESS

8850 N 43rd Ave, Ste 1
Glendale, AZ 85302

WEB

elevateyourdental.com

EVERYTHING YOU GET WHEN YOU

LEARN WITH US

When you join our program, you're not just signing up for another dental course. You're gaining direct mentorship, insider resources, and ongoing support to ensure your success. Each element is designed to help you apply what you learn and see results quickly.

YOUR ENROLLMENT INCLUDES:

Online Training Program - Get on-demand access to all course modules anytime, anywhere through Teachable. Revisit lessons as often as you need to stay on track and reinforce key concepts.

Monthly Coaching Session With Dr. Stanfield - Participate in live sessions every month where you can ask questions, troubleshoot challenges, and receive practical, personalized guidance.

Unlimited Email Support - Have daily questions? You'll have direct access to Dr. Stanfield via email, giving you consistent accountability and quick answers when you need them most.

Preferred Vendor List - Save valuable time and money with Dr. Stanfield's curated list of trusted vendors. These are the same partners that keep his own practice efficient, profitable, and scalable.

PARTNER WITH PROVEN SUCCESS

You'll gain ongoing mentorship from someone who has not only built a profitable practice himself but has also refined a system that works for other dentists in real-world settings. With Dr. Stanfield by your side, you'll always have a clear next step.

EACH ELEMENT OF THE COURSE PLAYS A UNIQUE ROLE IN DRIVING YOUR SUCCESS:

The structured Teachable platform gives you access to proven strategies whenever you need them.

Our **monthly coaching sessions** create accountability and allow you to adapt these strategies to your practice's unique circumstances.

Unlimited email support ensures you'll never feel stuck between calls, as quick answers keep you moving forward and building confidence with every decision.

The preferred vendor list is another game-changing benefit, saving you countless hours of research and helping you secure partnerships that reduce costs and increase efficiency immediately.

But the real value goes beyond the individual components. Together, these elements create a support system that keeps you focused, motivated, and equipped to tackle challenges head-on.



MEET YOUR COACH

DR. PHILIP STANFIELD



Dr. Philip Stanfield is the founder of Elevate Dental Consulting. Raised in Ohio and educated at Brigham Young University and The Ohio State University College of Dentistry, Dr. Stanfield always dreamed of becoming a dentist. But along the way, he discovered something bigger: that dentistry is about more than clinical skill. Success comes from building strong teams, creating systems, and leading with integrity.

Dr. Stanfield currently owns and operates a practice in Phoenix, an extremely saturated market that sees many dental practices fail and close outright. In just three years, he grew his daily production from \$6K to \$14K,

while primarily performing non-specialty, bread and butter dentistry. The result was a single-doctor practice generating \$1 million in annual profit, built on just three clinical days each week.

With years of real-world experience, he understands the challenges dentists face every day – from production plateaus to work-life imbalance – and has developed proven strategies to overcome them. Through Elevate Dental Consulting, Dr. Stanfield now shares the systems, tools, and mindset shifts that helped him achieve financial freedom and more time with his family. His goal is to help you grow your practice while building a life you love.

**“GROW YOUR PRACTICE
WHILE BUILDING A
LIFE YOU LOVE”**



THE STORY BEHIND ELEVATE DENTAL CONSULTING

Guided by his Christian values and the Golden Rule, Dr. Stanfield built a practice model that not only produced exceptional financial results but also allowed him to cut back his clinical schedule. This gave him more time with his wife and children. His own transformation — from working long days to creating \$1 million in annual profit while practicing just three days per week — became the blueprint for Elevate Dental Consulting.

We work with a select group of dentists to help them achieve profitable, scalable practices without sacrificing their values or life balance. We **EXCLUSIVELY** focus on helping new practice owners and owners who are ready to take the next step in growing their practice. If that sounds like you, we'd love to hear from you!

GROW YOUR PRACTICE

GET
STARTED
TODAY!

ELEVATE DENTAL CONSULTING

ADDRESS

8850 N 43rd Ave, Ste 1
Glendale, AZ 85302

WEB

elevateyourdental.com

FTC Earning Statement: All income testimonials, projections, calculations, or estimates are NOT a guarantee that you will achieve the same or similar results. We do NOT guarantee any income, of any kind, at any time. In addition, any income claims, testimonials, estimations, calculations, or projections, either posted online or via our mailing lists, are NOT to be considered AVERAGE EARNINGS. There can be NO assurance that any prior experience, success, or results can be used as an indication of your future success or results. Statements as to specific results, earnings claimed, or otherwise, as set forth in promotional literature provided by Elevate Dental Consulting, are not typical, and results will vary by client. Monetary and income results are based on many factors, including but not limited to work ethic, attitude, willingness to risk, and willingness to implement our programs and systems as designed and as described. Elevate Dental Consulting and our partners are NOT liable for any income not generated by our program.