

CASE STUDY

Boosting Doctor Productivity, Proven Revenue, and Patient Satisfaction through Integrated Training

ROI Highlights



Increased Daily Production per Doctor:*

On-Demand Learning Only: **\$500 to \$1,000/day** increase in productivity. With Hands-On Learning: **\$1,500 to \$2,200/day** increase in productivity.



18-Month Return:*

One participating doctor increased production by an additional **\$4,000/day** in just 18 months.



Productivity through Patient Satisfaction:

The increase in productivity was not only the result of **improved clinical skills**, but also a direct consequence of the stronger, more **empathetic relationships** built through soft skills training.

Background

Program Participants: Four organizations, each with 25-50 doctors. The majority of doctors had 5 years or less of clinical experience.

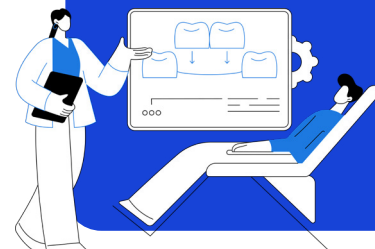
Objective: Enhance doctor productivity and patient satisfaction by integrating clinical dental education, hands-on training, and soft skills development into a unified program that would enable participating doctors to meet production goals with large enough impact to grow revenue for the organization overall.

Challenges

- 1 **Achieving Consistent Patient and Practice Outcomes at Scale:**
Ensuring that training programs deliver tangible improvements across a large group of clinicians with varying levels of experience.
- 2 **Efficient Onboarding:**
Onboarding new clinicians quickly and getting them to a high-performance level within a short time frame.
- 3 **Aligning Training with Organizational Goals:**
Ensuring the training program aligns with both clinical objectives and broader organizational targets, such as increased revenue, patient retention, and satisfaction.
- 4 **Tracking Engagement and Outcomes:**
Establishing a reliable system to measure clinician engagement with the training and track its direct impact on clinical and financial outcomes across multiple locations.

"Spear has shaped the way I think about patients as a whole and helped open the door to more complex treatment with my patients."

- Doctor whose production rose \$4,000/day



Actions Taken

1 Clinical On-Demand Learning

- › **Flexible, Self-Paced Courses:** Clinicians had access to tailored content, focused on clinical best practices, emerging treatments, and specialized topics.
- › **Targeted Learning Paths:** Courses were designed to meet the specific, evolving needs of providers.

2 Hands-On Clinical Learning

- › **Practical Application:** The training involved interactive exercises that reinforced theoretical knowledge and improved clinical decision-making skills.
- › **Enhanced Diagnostic and Treatment Skills:** Doctors refined their diagnostic abilities and treatment techniques, directly impacting their productivity and patient outcomes.

3 Soft Skills Development

- › **Communication Training:** Focused on improving doctor-patient interaction, with an emphasis on empathy, active listening, and building rapport.
- › **Improved Patient Relationships:** By enhancing soft skills, doctors created stronger patient relationships, leading to better patient engagement and satisfaction.

Results



Increased Doctor Productivity*

- › **On-Demand Learning Only:** Productivity boost of **\$500 to \$1,000** per doctor per day.
- › **With Hands-On Learning:** Adding hands-on training led to a significant jump in daily productivity, with doctors increasing an additional **\$1,500 to \$2,200 per day**, directly driving up practice production.
- › One doctor reported an additional **\$4,000/day** productivity increase in 18 months.



Stronger Doctor-Patient Relationships and Higher Satisfaction

Doctors reported improved relationships with patients, leading to enhanced trust, better communication, and higher satisfaction scores. These improvements contributed to improved patient retention rates, which are directly linked to the financial performance of the practice.

Conclusion

The integrated training program demonstrated a clear and compelling ROI, with measurable increases in productivity per doctor, improved patient engagement, and greater overall practice revenue.

By combining clinical education, hands-on learning, and soft skills development, the program delivered both short- and long-term benefits, making it a highly effective strategy for organizations aiming to optimize performance, boost revenue, and enhance patient care.

*Pilot program, tracking annual production average gain per doctor. Results may vary by practice and clinician.



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