

## Office Manager Group Networking Kickoff

We often recommend an office manager networking group for specialty practices because it's a marketing strategy that can be done with general practices that could influence referrals. It also does not take up the specialists' time, which makes it a great marketing option.

### Talking Points

Below are a few talking points to use when hosting an office manager group kickoff meeting.

#### Introduction

- Thank everyone for coming, let them know it is your pleasure to host the lunch and the group, and then briefly go over the following points:
  - Your practice is always looking to connect with and be of service to other practices.
  - When it comes to managing a dental practice, there are some unique challenges that you all collectively face.
  - Many managers understand that it's difficult for a doctor to be a provider and an executive/business owner, which can limit their time for coordination, goal setting, making rapid progress, handling decisions, etc.
  - The office manager position is unique in that you work with doctors, staff, patients, and vendors but likely don't have an opportunity to work with peers in the same position or situations.
  - An office manager often has to handle a variety of tasks, including HR, marketing, operations, finance, patient care, IT, and facility management.
  - The more resources an office manager has, the easier it is to take care of the practice and the staff and—in turn—the patients.
  - This group is designed to consolidate and share the resources we have as a collective to help us all to benefit from these solutions.
  - We can discuss certain issues and ideas from seminars or books and bring them to life to find creative ideas and solutions for developing our practices.
  - The typical format for these meetings will be \_\_\_\_\_ (interval) on \_\_\_\_\_ (day) at \_\_\_\_\_ (time) at \_\_\_\_\_ (venue, same or different restaurants) for \_\_\_\_\_ (duration).

## Survey

- Ask about ongoing interest in the group.
- Go over the points in the survey.
- Emphasize that this is a community-created group, so if someone has a great topic, resource, presentation, or successful approach to share, they can make recommendations or even be/suggest a speaker.
- Have everyone fill out the surveys.
- Provide best ongoing contact options (some groups set up a Facebook page or system of community contact).
- Hand out a save the date for the next meeting, or let them know you'll be in contact by a specific date about the next meeting.

## Meeting Timing

All 90-minute meetings following the initial kickoff will be divided into the following time blocks:

- 30 minutes arriving and ordering food/networking
- 30 minutes covering the meeting's presentation
- 30-minute roundtable session to share feedback, solutions, development ideas, etc.