

IF YOU PLAN TO GIVE, GIVE GENEROUSLY



Here I am, basking in the Floridian sun, where corporate dentistry is spreading faster than a rumor at a high school reunion.

A google query reveals that over 300 DSOs are operating in the USA! Wow...

A bounty of management wages paid to dry fingered folks no doubt!

Dentists on both sides of the border share their feelings with me, privately and openly. They trust our brand and know that I will never turn against them.

Dentists have been the primary source of my income for my entire career.

I am loyal to dentists. Not to private equity.

I take shots at some business systems that I do not agree with, and it offends some people. To that I say – good! If you say nothing you have nothing to say!

For those who were offended by the Merry F'in Christmas article – did you read the article or just the title? Please read before you respond.

Here is my criticism of the week. But first, a suggestion:

If you participate in a corporate accumulator, take advantage of these articles, please. You can repair your organization and rebuild culture. It will take time, but it can be done.



And now the story:

Recently, I stumbled upon a tale of a dental organization that bestows welcome gifts upon its new recruits. These aren't just any gift; they're rumored to include delightful trinkets. A 'welcome to the club' sort of thing. Membership has privileges! Or so they say...

Enter our protagonist: a dentist who, after a merger, found his team gift-less. Feeling the sting of exclusion, he reached out to the higher-ups, suggesting that his team deserved these coveted welcome gifts. The corporate machine churned, and soon, the packages arrived.

The contents of the package? A tiny bottle of hand sanitizer. No high-value items, no delightful trinkets—just enough sanitizer to cleanse a pinky finger. Understandably, the dentist was hesitant to distribute these “gifts” to his staff, fearing the collective eyeroll that would ensue. When he voiced his concerns, the corporate office, in its infinite wisdom, instructed him to return the packages. And so, he did.

But wait, there's more.

In another display of corporate generosity, an organization sent a jar of baked goods to a dental practice as part of an annual tradition. The catch? The jar contained fewer items than there were staff members, leaving some to gaze longingly at their crumb-laden colleagues.

Because nothing says “we value you” like a shortage of delicious pâtissiers’!

These tales of corporate missteps are as plentiful as they are amusing.

Giving on a budget is a mistake. Your team can estimate how much income the practice is earning. Better to give nothing than a meaningless trinket.

So, dear reader, I pose this question: If you were to buy a dental practice, would a bottle of sanitizer be your welcome gift? And for the love of all things baked, count your staff before delivering cupcakes!

PS - I once bought flowering plants for my team. It was an attempt to bring some color into the office on a dismal, late winter day. I miscounted my own team and was short by two plants after the ever so exciting 5-minute huddle up to give them away. I saw the look on the faces of the denied. I was ashamed and ran back to the flower shop.

Don't be that guy.

Need to Chat? TEXT me @ (416) 520-7420

Written by:



Timothy A. Brown,
FRI, CEO & Broker of
Record



roicorp.com