



POLARIS HEALTHCARE PARTNERS GUIDE:

HOW TO DEVELOP A **MILLION-DOLLAR** ASSOCIATE IN 3 STEPS

Developing associates into \$1M+ producers isn't just a dream — it's essential for growing practice value, enhancing patient care, and creating a sustainable business. Associates thrive with real-world mentorship, not just weekend courses. Clinical coaching fuels confidence, capability, and profitability — all critical elements of a thriving practice.

For practice leaders that invest in associate development, they have an opportunity to realize:

✓ **Immediate Revenue Growth**

- A \$1,500/day production increase = ~\$300,000/year boost per associate
- Adds ~\$100,000–\$120,000 in additional income for the associate
- Increases practice EBITDA significantly

✓ **Recruitment and Retention**

- Associates are attracted to growth opportunities
- Ongoing mentorship supports retention & loyalty

✓ **Practice Differentiation**

- Skilled associates expand clinical capacity & improve patient outcomes
- A strong culture of mentorship enhances practice value

Here are the three key steps to transform promising associates into top producers — benefiting your patients, your associates, and your practice.

STEP ONE

ASSESS & OBSERVE

Before production can grow, it's critical to understand each associate's starting point.

The first step focuses on building a foundation of trust and understanding. By observing associates in action, leaders can diagnose root causes of underperformance — whether clinical, communicative, or systemic — and establish clear areas for targeted development.

KEY ACTIVITIES

01 On-Site Observation:

- Treatment planning habits
- Diagnostic skills
- Confidence discussing treatment options, including high-value care
- Barriers to case acceptance

02 Identify Root Issues:

- Is there hesitancy to present comprehensive treatment options?
- Are patient conversations influenced by perceived cost concerns?
- Are clinical systems or communication processes limiting outcomes?

OUTCOME

Assessment enables leaders to customize the growth plan for each doctor's unique needs in a professional development, not criticism-based, setting.





STEP TWO

HANDS-ON COACHING AND DRILLS

Once the initial assessment is complete, training moves into a high-engagement coaching phase.

Step two transforms theoretical learning into practical application. Through customized drills, simulations, and skill-building exercises, associates gain the confidence to offer comprehensive care and navigate complex cases. This phase ensures associates are prepared to increase both the volume and complexity of their daily production.

KEY ACTIVITIES

01 Clinical Drills

- Simulate real-world treatment planning scenarios
- Practice case presentations for complex & alternative plans

02 Technical Skills Development

- Surgical extractions
- Crown lengthening
- Implant placement
- Periodontal procedures

03 Confidence Building

- Role-play delivering complex diagnoses
- Rehearse conversations about treatment value & outcomes

04 Surgical Simulations

- Work with pig jaws, dental models, or cadavers
- Assist chairside during real procedures

OUTCOME

Associates gain critical skills, build clinical confidence, and expand their ability to provide comprehensive care.

STEP THREE

REAL-WORLD IMPLEMENTATION



The final phase brings skills from simulation into live patient care under real-world conditions.

Implementation focuses on real-world execution with the support of an experienced clinical coach. Associates refine their new skills in live practice settings while receiving continuous guidance, feedback, and reinforcement. This structured environment accelerates long-term behavioral change, leading to durable production growth and clinical excellence.

KEY ACTIVITIES

01

Chairside Mentorship

- Provide real-time support during procedures
- Offer immediate feedback and coaching during surgeries & restorative cases

02

Zoom & In-Person Follow-Ups

- Conduct structured check-ins to review progress
- Adjust goals and address new clinical challenges

03

Protocols & Systems

- Standardize clinical workflows
- Emphasize safety, risk mitigation, and continuous quality improvement

OUTCOME

Associates not only execute skills but internalize decision-making processes for sustainable success to serve them moving forward.

CASE STUDY

HOW ASSOCIATE DEVELOPMENT DELIVERS REAL OUTCOMES

A Florida-based practice originally generating **\$1.2M annually** with two doctors (one principal, one associate) implemented clinical coaching.

Within two years:

- The associate grew production from ~\$450K to \$1.3M annually.
- They independently placed implants, performed full-arch restorations, and mentored junior doctors.
- The practice's total revenue grew from \$1.2M to over \$5M across two locations.



The best investment is in human capital.

Associates who feel supported and developed will thrive — and so will the practice.

A formal clinical coaching program creates clear pathways for associates to grow, enhances patient care, and accelerates practice profitability. Whether through in-house mentorship or external support, investing in associate development is no longer optional — it's a competitive advantage.

Discover how **Polaris' Clinical Coaching Program** can unlock hidden value in your group practice and build the million-dollar associates needed for long-term success.



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