

## Dr. Collins Skype Call

- Rochester, Minnesota
- Undergrad
  - Major: Biology
  - Soccer
- Dental School
  - University of Minnesota
- Orthodontics Speciality
  - Fast-paced
  - Always changing
  - Upbeat environment
  - 16 interviews for speciality
    - Ended up at Mayo Clinic in Rochester
      - Look at specialties that will pay you vs. you pay tuition
- After School
  - Just wanted to find a job
    - Sent out letters across the state
  - Realized if wanted to stay in Rochester had to start his own practice
    - Difficult starting out
    - Started all falling into place when he realized it's not about him
      - Mission state: Service to others
        - Shift focus towards others and by taking customer service seriously
- Things that helped in school/Advice
  - Explore different specialities
  - Work-Life balance
  - Focus on having a good day → good weeks → good months → good years
  - Compete with yourself...work with your peers
- Advice for after school
  - Associateship: working as an employee of a company
  - Ownership/Partnership: have some sort of equity in a company
  - Find fulfilment in life
    - Have clearly defined mission/vision/purpose
    - Recommended book: *Start with Why* by Simon Sinek
  - Ask at interview for job: What is your mission statement?
    - Do you want to work for someone who doesn't know their own mission statement?
  - Exceed expectations
  - Empower your team members
- Q&A
  - Advice on deciding speciality vs. not?
    - Pay attention during rotations
    - Don't overcommit yourself

- What marketing tools did you use early-on?
  - Social media
  - Good offers...benefits/discounts
- How do you juggle work-life balance?
  - As you grow, you need to delegate
    - Find talent to help you
- How did you come up with the idea of congratulating patients when they get braces off?
  - “Roll out the red carpet”
    - It’s cool to capture someone smile for the first time
    - Share the moment
    - Like to surprise them with something they said along the way
- What is your favorite experience as an orthodontist?
  - When you see someone’s confidence change and ability to create an environment where friendships are created/strengthened
- Why dentistry?
  - It is a great blend of art and science
  - Ability to interact with people constantly
  - Not as heavily regulated as medicine
- How do you deal with difficult patients/parents/families?
  - You have to make something that goes wrong and make it right
    - Compromise/find solutions to help them