

**Ep #141: Gary Kadi - Making More with What You  
Already Have**



**Full Episode Transcript**

**With Your Hosts**

**Dr. David Phelps and Evan Harris**

**[Dentist Freedom Blueprint](#) with Dr. David Phelps and Evan Harris**

## Ep #141: Gary Kadi - Making More with What You Already Have

Gary Kadi : Two dollars in every in dollar. A dollar for equity and a dollar in your salary. If you're a young, millennial dentist and you wanna buy practices and pay for them quickly, you wanna use this equation because this is the valuator equation on how to buy a practice or sell a practice.

You are listening to the *Dentist Freedom Blueprint* podcast, with David Phelps and Evan Harris. Navigating you through the uncharted waters of a turbulent economy with straight-forward advice to, transform your practice into a self-sufficient cash machine, compound your net worth assets, and multiply, multiply, multiply your passive cash flow streams.

David Phelps: Well, good day, everyone. This is Dr. David Phelps of the Freedom Founder of Mastermind Community and the Dentist Freedom Blueprint Podcast. Thanks for being with us today. This is gonna be really a fun and exciting interview, conversation with somebody who has been a peer, really on the industry forefront in dentistry for really now over 20 years. You've probably heard a name. You probably are somewhat exposed already to this gentleman, but this is our chance to really get to know him better today and I had the opportunity to speak with him a few weeks ago. Really for the first time, I gotta know what's really behind the man, the name, Mr. Gary Kadi. Gary, how you doing, sir?

Gary Kadi : David, thank you so much. What a privilege to be here with you and your listeners today. Thank you for the opportunity.

David Phelps: Well, Gary, CEO of NextLevel Practice now since 1996. To be honest with you, I get the opportunity to see you

[Dentist Freedom Blueprint](#) with Dr. David Phelps and Evan Harris

## **Ep #141: Gary Kadi - Making More with What You Already Have**

today. Our listeners, our audience don't so let me just say, Gary doesn't look like he's been in any industry for 20 years. He looks like he has been out there very ... You've been taking good care of yourself, but I know, Gary, wasn't always the case.

In fact, I think what our listeners and what I really like to know is you're out there. You have great respect in the industry. We have mutual clients. I talk to them. I know the real deal. You look good out there, but we always wonder well, is that person, is that platform, is that company, are they really good? I've had the chance to see behind the scenes through other people so I know, but a lot of people don't really appreciate what it takes to get to where you are and the influence you have in the industry so could we just go back a little before 1996 and talk about where all this started? I know some of the things about your life that I know you're not proud of, but I would also say, if I were you, I would be proud of them because you took parts of a life, an upbringing that you could say you had to really persevere through. I think that's what makes you and, other people like you, who you are so take us back a little bit.

Gary Kadi : Yeah. Thank you, David. Well, I started working since I was eight-years-old in a family business. We had a small business. We would sell teenage novelties like concert t-shirts and things like that. We'd print stretch bottles back in the day. My uncle and my grandfather were entrepreneurs and I would find myself really gravitating to them because my upbringing was a challenging one; chaos, where yelling was a whisper, physical, mental abuse, that kind of stuff.

## **Ep #141: Gary Kadi - Making More with What You Already Have**

My parents did the best they could. They gave me what they knew to give me and that's how their parents gave their childhood, up in an upbringing, David. It's been a gift. At the time, there was a time when I went through trauma when I didn't know how to deal with life. Actually, what happened is I learned a big lesson.

I tried to assert my smarts and I tried to ... I was in a survival mode. I was trying to find anything. I've learned that they're called creative adjustments that we make when whenever something's happened to us as a kid, we may creative adjustments. We get smart. We are the good looking one. We are the charismatic one. It's a winning type formula that you put on, but what happens is that there's a departure between your authentic self and what you're putting out in the world.

I started when I was eight-years-old. I learned small business. My background's in small business. It's not in healthcare. It's in small business so most people think I'm Dr. Kadi. I say, "Thank you, I'm a doctor at heart," David, but ultimately what happened was I had a small business. I worked at a small business in family.

Then I started my own small business. I amassed \$15,000. I went to Entrepreneur Magazine and I said, "What franchise can I buy for 15,000 bucks?" It was a Money Mailer franchise. A Money Mailer franchise like a bow pack. It's called Cooperative Direct Mail. It really used my skills up, my ability to really understand a small business and get in there and find out how to market a small business. Little did I know that it was a better education than my Rutgers University education in New Jersey because I was interviewing, David, thousands of small businesses and what I saw were the commonalities

## Ep #141: Gary Kadi - Making More with What You Already Have

of success, the things that were getting in the way of these small businesses. I'm talking about pizzerias, hair salons, dentists, chiropractors. I got this amazing education of smart people.

Then what I did was instead of selling advertising, I found out how the business worked. Then I reverse engineered and then brought the right patients or customers to the front door. What I found, David, was I found myself hanging out in dental practices way more than I was hanging out in hair salons of pizzerias and all those other things and fell in love with this great industry of ours. That was the beginning of this whole journey.

David Phelps: Do you think you found yourself spending more time in dental offices because you saw these really great dentists, right? With huge hearts and hands and all the training and a gift to help people, but, I'll just speak myself being one, knowing about business and how to actually make that happen and how to have more impact is something we don't know, right? Did you see that? You thought well, you can help any of these business sectors, but for some reason, what was it that connected you to the dentist? Why did you think I gotta help this group?

Gary Kadi : Well, that was second. Exactly what you said was second. The first was I'm a single guy. There's beautiful ladies here and one guy who's a competitor so I'm like perfect. This is a perfect scenario for me; gorgeous ladies who really have loving hearts and there's one guy. You go to the dental trade shows and that's what you see. No, no, in all due respect, I always kept things separate there, but what happened was my background is in business development and people development.

## Ep #141: Gary Kadi - Making More with What You Already Have

I got to see that these amazing men and women were handed the keys of a business and they didn't realize they were entrepreneurs. If you miss that half hour of dental school, David, where they went over leadership management, business development, finance, all the aspects of business ... I saw this group was not set up to win.

Then here was the turning point for me. When was the last time ... This is the question that I said if I can answer this question everything would change. When was last time you purchased something that you didn't think you needed was gonna cost you thousands of dollars, take time out of your day and may hurt you?

That's what dental practices were offering and I got to see very quickly that there was no business model that could get a dentist past that problem and that was the turning point. That was the first turning point. There was a couple more along my journey, but that was the first one and I was able to solve that 'cause I sat in everyone's chair. I don't have a license to practice dentistry or hygiene, but I sat as a dentist next to a dentist, sat next to a hygienist. I sat next to an assistant and what I got to see was the most trusted person at a dental practice is the dental assistant. Then when the patient walked out, the patient would say to me and I was being a dental assistant, "Hey, should I trust this guy?"

David Phelps: Right.

Gary Kadi : "Should I do this treatment?" Right? Who was the least utilized and has-

David Phelps: Yeah.

## Ep #141: Gary Kadi - Making More with What You Already Have

Gary Kadi : The least self-esteem to participate in building a practice.

David Phelps: No doubt. Yeah. You hit it right there. You're exactly right. Yet, what we, as dentists, typically focus on - you know this - is that we think well, we gotta go get more training. We gotta take more CE. We ... get the latest and greatest technology because I'm a little bit behind because Dr. Joe Smith down the street just got his equipment or just got the laser. I'm a little behind. That's the key. You know, right?

That's all good, but if you had to put a ratio, a percentage of whatever people define as a success, to get to success, whatever that is for that person. How much would you say is about clinical expertise and how much is it everything else that we're gonna talk about today. You talked about empowering people, having the right team, having the right message, the right marketing. What's the ratio? I know it's gonna be arbitrary, but what would you say it is?

Gary Kadi : One third. The way we break out a practice is like a three legged stool. One third clinical, one third business, one third empowering people whether it's patients, team members so we believe in a third, a third, a third because you look. If your clinical skills are poor, it's not gonna matter, right? If your clinical skills are slow, it's gonna or if you don't clinically offer enough services those are gonna affect your business, but once you have that ... David, there's a disproportionate amount of time spending on the juice that dentists get. Believing me.

I mean that's their craft. I get it and there's a way to automate the business and people side so you don't have to spend so much time there. That's what we've done

## Ep #141: Gary Kadi - Making More with What You Already Have

because we know dentists hate ... Why should I stick a dentist nose in numbers? It's not something they have an affinity to... so what we did was we automated everything so that all the pieces and parts still run. You delegate it and we decentralize the doctor in the business and people side because they don't naturally default there. We let them do their clinical piece, do their CE and it works. They still have the responsibility. They still have the control, but they don't have to do the day-to-day stuff that they don't gravitate to.

David Phelps: Yeah. That's huge. That's huge. We know, and our listeners pretty well know, what the issues are today, what the complaints, whining out the industry is. I'm not being sarcastic here. I whine about things in my life, too, but we have to get over that quickly, right? We have to go okay. Here's an issue. There's a problem. Here's ... Our profit margins are being compressed by managed care and we've got more competition 'cause of corporate roll-ups are happening out there and aggregating, consolidating the industry. Blah-blah-blah-blah. It's just tougher and tougher to break out and make a profit margin. That's what everybody wants to talk about today.

I see so much out there in terms of just mindset and what I always say is if you believe it can be done, it can be done. If you believe it can't, it won't, right? I mean so much is what's between our two ears and what we believe. "Whether you think you can or you think you can't, you're right." Yeah. That's Henry Ford's famous quote and that's so true. That's so true. We'll buy into whatever we wanna buy into. A lot of times it's the people we hang around with or people maybe we're not hanging around with that we should.



## Ep #141: Gary Kadi - Making More with What You Already Have

I'll say to you this without patronizing you, Gary, but being around people who bring a different mindset ... What does an overall business look like? Here, you're a great doctor. You're a great clinician. You've got these great skill sets. You're awesome and yet you can't survive in the world today or you have to go get a job with corporate 'cause that's your only default. It's because it's what's between our ears and what we haven't determined is really true and authentic. We've gotta hang out with people that actually have gone through the path, as you've gone.

You had the chance, even before you got into the dental realm of looking over all these businesses and seeing what made certain businesses and business owners, entrepreneurs, what made them "successful" and what things made others not. Most the time, it's not about formal education or that specific skill set. Is it? It's not that at all.

Gary Kadi : Absolutely. You're right on it. You're right there and what it is is really understanding how the world works today and how practices work and if you keep doing what everybody's doing in their study clubs and listening to that, you're gonna get what they're getting, which may be perfect for you.

I like to interrupt status quo and that's what's going on around the world if you look at taxis, hotels, media, retail, even politics. It's the interrupters that don't follow the same thing. Now here's the problem.

Dentists hate revolution. They love evolution. I like the concept of evolving into 2017 and 2018 and there's some key things to look at. You spoke about in the lead to this

## Ep #141: Gary Kadi - Making More with What You Already Have

question is how do you be more profitable? I mean that's what I heard you say.

David Phelps: Yeah.

Gary Kadi : Right? In today's world, how do you run a private practice and be more profitable?

The first thing I wanna make it really easy, if I can make a suggestion. The first thing to look at it is if I say in a rent a room of a hundred dentists, how do you build a practice? Ninety-nine of them will raise their hand and say what? How do you build a practice? Ninety-nine of 'em are gonna say new patients, right, David?

David Phelps: Right. Sure.

Gary Kadi : I need new patients.

David Phelps: That's where everybody goes.

Gary Kadi : Marketing. I need social media and my website. Ba-ba-ba-ba-ba. You go down that road, you'll never get ahead of the treadmill. You'll be on treadmill with no off-switch. There's no way to outrun that thing. The way to build a practice is something called our CARE System, C-A-R-E. C-A stands for increasing case acceptance. R stands for the retention of patient and E stands for the experience of the new patient.

If we run some quick numbers here. This is the game changer for ... If you have practitioners listening that are in the fourth quarter of their career or the back nine, this how you maximize it and make two dollars on every dollar. A dollar for equity and a dollar in your salary. If you're a young, millennial dentist and you wanna buy

## Ep #141: Gary Kadi - Making More with What You Already Have

practices and pay for them quickly, you wanna use this equation because this is the valuator equation on how to buy a practice or sell a practice. Okay, so here ... I'm gonna give you quick numbers.

How to be profitable is this: you focus in on your attention first. See, most people are focusing in on the experience of a new patient. Retention, if you have a patient ... Let's say it's a PPO practice, David. Let's say it's \$150 per visit, two prophies, two exams and one set of bitewings, 150 times 2 is 300. Then the case acceptance happens because the patient's in your chair.

David Phelps: Right.

Gary Kadi : You can't prevent a case if they're not there so that's why retention is senior. When we look at case acceptance, the average adult will invest in the value of a crown to build up annually. It's just to give you a fee schedule. Not everybody buys a crown and a build up, but the average person with good case acceptance system, we have a five-step process. Value of a crown to build up, let's call it 1000 bucks. If you take 300 for retention through hygiene, 1000 for restorative. That's \$1300. A lot of these practices ... The average practice has 1500 patients. Let's just say it's 1000 patients. A thousand times 1300 is 1.3 million. This practice, when we first start with it, is doing somewhere between five and seven and look, I didn't even add your new patient float-

David Phelps: Right.

Gary Kadi : You see. Now let's say I'm crazy wrong. Even if I'm 80% right and you focus internally on what you can control. Now all of a sudden, you can build from the inside out on

## **Ep #141: Gary Kadi - Making More with What You Already Have**

something you control versus hope that you get from the outside in.

Now here's the other point about this, David. This how you buy and sell practices. See the average guy sells a practice from .7 of your gross dollars to let's say one. That's based upon what you can sell and build through your hygiene department versus when I can buy a practice at, let's just say, if this practice is 70% on 500,000. That's 350, but I know I got 1.3 in capacity, plus my new patients, I can build this thing up in a couple years and pay for it and now I'm holding onto an asset.

David Phelps: Absolutely.

Gary Kadi : That's how I want 'em to begin to think of how to be profitable from the inside out and something you can control.

David Phelps: Those numbers make total sense. As you said, there's a gold mine right in front of every business, every practice if we just use the right steps and focus on the right thing. I think that's a great point, great point.

Let's talk a little bit about the ... You mentioned the millennial dentists. Where do they fit in the equation? They're coming out of school, excited. They got this big debt ball and chain, hanging on to 'em. Where are we missing the boat as an industry, as a profession with millennials?

Gary Kadi : Well, where we missing the boat? Well, the first thing is we gotta get 'em while they're in school, that's why donate a scholarship for every time somebody invests in a program with us. We donate a scholarship to a student in their name because we gotta get to the millennial dentists

## **Ep #141: Gary Kadi - Making More with What You Already Have**

early and they're hungry. They're very entrepreneurial. They're fantastic.

By the way, I became an honorary millennial for three years.

David Phelps: How'd you do that? How'd you do that? I wanna know. I wanna know.

Gary Kadi : You're gonna love this, David. It was hilarious because right now over 50% of the workers are 35 and younger in a dental practice. 50% so ... Let's call me. I'm born before 1980 and I wanted to pull my hair out 'cause half my team is millennials, right? Total different set of loyalty, how they work, digitally connected, collaborators. I mean I was trying to apply and put the gas on what I've known to be successful and the rules are out.

David Phelps: Right. Right.

Gary Kadi : Were completely out and so if you don't repackage and redeliver ... For instance, millennials needs 60 likes per week, validations. They need 60 validations. I thought hey, give me 10 acknowledgements in a week. I know people that don't even give 10 acknowledgements in year.

We had to set these practices up so that they work for the next generation. See, I was trying to force them to adapt to how we work and I swear I was ready to pull my hair out and then I said, "You know what? I gotta surrender." There's so many people that I reached out to to teach me what it's like to be a millennial. I had the most fun ever. I learned so many amazing things.

They get a bad rap because the next generation always gets poor pressed because of their styles, their trends,

## Ep #141: Gary Kadi - Making More with What You Already Have

their ideas, their interruptions of status quo, but this one particularly and I think it's because they're digitally connected in a brand new way. I think that scares people that are not digitally connected. There's constant technological changes. The bureaucracy is no longer tolerated. There's a big shift, a huge shift like how to reach these guys and gals. Like podcasts are obviously ... 80% of listeners in podcasts are 35 and under. Would you say your audience is younger audience or do you have a more mature audience? Or is it balanced?

David Phelps: No. I think is predominately gonna be the younger group. There's always outliers that are my age, our age-

Gary Kadi : Yeah.

David Phelps: Who are also out there, but they're definitely the exception, not the rule.

Gary Kadi : Yeah. What I believe is millennial is a mindset. It's not an age because I have a lot of digital immigrants. I call 'em digital immigrants. They weren't like us. We weren't born into, you know, my fingers on a keyboard and so serving and designing the practice is very different for ... Dentistry for millennials is for the baby boomer who wants to attract an associate that's a millennial. This is for the baby boomer that wants to attract millennial patients. The conversation I'm having with you now is for Millennial dentists that wanna have a practice that works for their lifestyle and see that's the first thing. We used to live to work. They work to live.

David Phelps: Right.

Gary Kadi : David, that paradigm shift is how we have to design our practices. I designed a practice management system

[Dentist Freedom Blueprint](#) with Dr. David Phelps and Evan Harris

## Ep #141: Gary Kadi - Making More with What You Already Have

that's completely automated, that you can run. You can train your team. You can run all the stats from your smartphone and that's changed everything because millennial's want everything immediate and they wanna be able to do everything from their smartphone. We designed a low cost \$1,000 a month program for that type of practitioner. It's amazing.

David Phelps: What you said, I think it's really important. We have to get the ... We're talking about the millennial dentists, doctors coming out. We have to get there earlier because what's happening is they're coming out of school and they've got the debts. They need a compensation. They need a salary. They need a wage. They can start to pay back that debt, right? What's happening is they're gonna corporate, right?

Gary Kadi : Yes.

David Phelps: Where are we in private practice going back what I said earlier, missing that boat. Why are we not creating a space for them in private practice. Is it because we're so fragmented. We don't know what we're doing? What's missing there?

Gary Kadi : When you think about it, it's like this has been going on, not just now, but it's been going on forever and now why it's being highlighted because 13% of practices are now corporate. That competition now competes against the guys and gals who would be buying these prices or becoming an associate into the new practices.

What's missing is you have to show them from ... just like I would go into a practice and I would reverse engineer with you, let's say. If you wanna make a million dollars net, I would say, we have to make X number of dollars in

[Dentist Freedom Blueprint](#) with Dr. David Phelps and Evan Harris

## **Ep #141: Gary Kadi - Making More with What You Already Have**

terms of revenue. That's how you're gonna get your million bucks in net.

The same is true with these guys and gals, you have to take them and say you have amount of debt load. This is what it's gonna cost to buy into the practice. Here's how much dentistry you need to generate and then put 'em on a plan and here's the key. We have to get them up to speed. So often I see associates fail because the founding dentists say, "Hey, go fend for yourself. Come on board."

What we do is we decentralize the dentist, build the team, which is your highest expense, David. Have them be the curators of patient education. See, a dentist is diagnoser and treater. That's where we want you to your attention. The rest we build the team around you so that the cases can be accepted.

There's something called the associate cliff where the cliff of case acceptance goes dramatically down when you put an associate ... They don't have the same confidence as the founding doctor. They also diagnose to what they can treat so what happens is they might not diagnose the larger cases. Therefore, they're never gonna be able to produce the dollars that they need to produce because they're not gonna diagnose it. They're not gonna treat it. We actually come up with a plan from start to finish on how much revenue they need to generate, how they're gonna pay down their debt, and how they're gonna buy into a practice. It's a step-by-step process.

David Phelps: There's so much in that, so much untapped potential there and we both know there's so many practices, private practice owners today, that are struggling against



## Ep #141: Gary Kadi - Making More with What You Already Have

the lack of efficiency, the lack of time 'cause there solo in practice. They're trying to hold on to the old models. Yet, we have this plethora, you said, young, millennial doctors coming out of school that are very entrepreneurial. They have a great mind set. Yes. They wanna work to live as you said so designing a package around them and as you said, empowering your team, which is your highest cost, but I also say, it can be your greatest investment, too, right? If you manage that right. Now you've got the ability to uplift that practice and make it work for both. That links missing, but you laid out a great framework for that.

Gary Kadi : Yeah. Let me add one piece to that so your listeners can see how we turn your payroll into a profit center. This is last piece. Now you know, first thing I gave you was your lost revenue locator. Build it from attention in case acceptance. Fill in with the new patients. Now, how do you maximize your biggest expense and turn it into an asset?

What you do is we reverse engineer and it's in my book, "Million Dollar Dentistry." You can get at my website or on Amazon. It's all described in there. What happens is that let's say you wanna do a million dollars a year in gross, your one doctor, one hygienist. You reverse engineer and you need to do 85,000 a month. You're gonna work four days a week. The dentist needs to do 5,000 a day. The hygienist needs to do \$1,000 a day. Now what we do is we put each team member has that measure as their accountability.

I'll give you, for instance, the appointment coordinator whose scheduling the appointments has to have equal to or grater than 5000 in a doctor's schedule at the end of the day and 1,000 in the hygienist at the end of the day.

## **Ep #141: Gary Kadi - Making More with What You Already Have**

When they get that, they'll get a bonus, calculated each day. Then it's only paid out if the practice collects 85,000. What this does is it puts the attention of the team member on the collections amount, which is a monthly and then the daily gain because we created a program called GABE. GABE stands for gamify, accountability coaching, behavior dash and engaged learning.

You have to gamify your practice. If you don't gamify in today's world ... Again, matching up with technology; Candy Crush, all the video games. You have to make the game fun and we gamify it by reverse engineering and everybody having a measure each day. Now you know whether you're hitting that or not and then the training and coaching via ... We call it Denflix; Netflix for dental teams. Where if you're an appointment coordinator, you're not hitting your number, this is the training that we prescribe for you and you actually watch the videos and how to's and then you can track your measures.

I can track every client I have in 44 States, two Providences, Canada and the Caribbean, David, from my control center here in New York. I can know who needs training on what. That's how pinpoint accurate we can be.

David Phelps: Technology is amazing today if it's used the right way. I think the other thing that you brought up, which I totally agree with, is the gamification, especially when we're talk about having half of our workforce being in the millennial workforce. We've gotta do things to make that work for them and this is fun. This is where they're connected there, right?

You and I or some of our peer group, we'd say, "What the heck is this?" Right? Get me away from it, but that's how

## Ep #141: Gary Kadi - Making More with What You Already Have

you make it work. I love this. I love this. You're bringing out some really, really great stuff here.

Let me ask you this, Gary. I love your frameworks. I mean you and I are spot-on in how we both believe, real businesses, in this case, dental practices, can be optimized and so many things are missing. Your frameworks are right on spot. What would cause these frameworks to fail?

Gary Kadi : Great question. Great question. It's always, David, in the ... We call it context. See, context is what you mean to people. Content is what most dentists go to work on so they don't go to work on the container, they go to work on what's in the container and it goes out of existence. We work in something called the context; the framework that holds all these systems in place. Where this falls apart is if you're greedy, if you're not being value-driven, if you don't add, what we call, the complete health model.

The complete health model is the oral systemic connection, the value proposition of something senior to transactional dentistry, which is placing crowns, doing fillings, doing a cleaning. If you're still in that old commoditized, transactional dentistry, this things not gonna work. This is our secret sauce. This is our Coca-Cola. This is our KFC. This is what people pay us for is how do you build a mindset and shift into a context.

Let me give you an example. Oh, here's a great example. If an assistant's walking around going, "I don't matter. Nobody loves me," and I give them a system, it's not gonna work. They've already proven it. How many times have you hired a consultant and it's not working?

## **Ep #141: Gary Kadi - Making More with What You Already Have**

Well, here's an example, a small example and we do this with everybody. You're a NINJA now and NINJA stands for "No, I'm Not Just An Assistant. Now you've shifted your context. You feel like a woman or man that matters. Now all of sudden, they give you system. See, when you come from the heart, David, out of the mouth, the patient feels the vibration from the heart is authentic. When you're coming from your head in scripts and trying to spew a bunch of stuff out to sell stuff, people know you're full of BS.

David Phelps: Right.

Gary Kadi : What we do is ... You ever see the Russian dolls? That have the big doll, the little doll, the littler doll.

David Phelps: Oh, Yeah. Sure.

Gary Kadi : Called patryoshka or matryoshka. I never get it right. Anyway, whatever it is, but you know what I'm saying. There's a big doll and a little one, little one. The biggest doll is the vision purpose and values the practice so that's where we go to work first. We build these practices for the long haul. This is not a band-aid. To do it right, it's like when you move from a standard practice, David, to a complete health practice, you'll have a vision of something like "On a good day we save a smile and a great day we save a life."

You see the value proposition-

David Phelps: That's excellent.

Gary Kadi : Is dramatically different. Your hygienists are not hygienists, their hy-geniuses that are healthcare advocates. The only person to see the patient twice a

## **Ep #141: Gary Kadi - Making More with What You Already Have**

year for a full hour and now it's not just a cleaning, it's a wellness visit for your entire body. We have all the science and all the systems built around this.

How this came out was, I walked in as a nutritional consultant one day and my dad had a heart attack. I walked into a hygiene department as they said, "You look sad, guy." I go, "Yeah. I am. My dad had a heart attack." They go, "How was his perio?" I go, "What the heck you asking about my dad's perio for?"

I was in business for 10 years, I never heard anybody talk about the oral systemic connection. I delved into this and built a whole patient education model from the medical history form to something called "The healthy mouth baseline" to oral systemic health cards that actually tie cardiovascular disease, pancreatic cancer and ties the mouth and the body together and an assistant can educate from that perspective. The value proposition is way wider and it's worked in context.

The other way this doesn't work is integrity. If you don't honor your word as your word. If you make a promise to somebody and you say I'm gonna have a review for you and you don't do it, well, everybody pulls back the reins because you're full of promises, but you're not delivering to your internatl customer, which is your team. We clean all this stuff up.

A lot of dentists when we first go in, they're making promises to their team. It falls on deaf ears and then they don't go out and deliver or correlate with the same level of integrity. That's the other piece around this that we ... These are the things that kill off all initiatives.

## Ep #141: Gary Kadi - Making More with What You Already Have

David Phelps: Yeah. I think, Gary, a lot of that has to do ... not so much that typical dentists don't have integrity. I think what happens and you can you agree or disagree, but I think there's so much of a lack of confidence, lack of self-esteem, lack that I can do this ... Just to back themselves up, they'll make the promises ... as you said, it's not coming from their heart. They don't believe it yet. They need to know that can do this, right? They've done everything else in the world; gone through school, passed all the boards, the licensing and smart as heck, right? But this is new. This is different. They haven't haven't made this mountain peak yet.

Gary Kadi : Yeah. You nailed it. I'm not saying dentists don't have integrity, they just don't have structure to fulfill on what they promise. That's where it falls out. There's no framework to get that done and we decentralize the doctor. We put it into the team leaders hands and then we set up the team leader on how to do reviews. That would be an example of it, but how having all that levels of structure in place really make a profound difference.

I think the other piece is is you said something there, David, that's very profound about self-esteem. I'm a guy who had very low self-esteem. Coming from my past as I mentioned early on, I became an alcoholic. My wife came to me one day and she said, "Gary, you don't have to quit drinking, but you can't stay here." My nickname was Party Fresh, I'm a blast. Throw alcohol on me and I'm a fun guy, but when my wife needs me at 44-years-old; my son was diagnosed with autism. She's like, "We gotta go to work. You wanna come with me? If not, you stay here. We're moving on." I saw my life flash in front of me and I know if I sat down with every dentist, you would have a turning point like that in your life or you're about to have it.

## **Ep #141: Gary Kadi - Making More with What You Already Have**

David Phelps: Exactly.

Gary Kadi : Right. You had that right, David? I mean-

David Phelps: Exactly.

Gary Kadi : We all do this as the best entrepreneurs in the world, all have to go through ... I call, facing the boogeyman. We all have to face the boogeyman.

David Phelps: Yeah. We do. I think what I found. I know you would say the same thing is, when we have to face those, it's great if we've already built an inner circle of ... really have our best interest at heart because trying to go through life, solo, the rugged individualist. Most of us our built on that, right?

Gary Kadi : Yeah.

David Phelps: That's great as far as it goes, but you cannot get through some of these tough times in life without who you surround yourself with, where you're getting your advice and your feedback when you have to go through these tough times. That's what you gotta have.

Gary Kadi : The biggest lesson I learned through this process and I'm nine years sober now, my son's off the autism spectrum, David.

David Phelps: That's awesome.

Gary Kadi : I mean that's a miracle. I didn't do it alone. There was a lot of people and a lot of things that had that happen, but all I had to do was one thing and it was the hardest thing I ever had to do. Surrender to win. See, we think that we have, like you said, muscle it out, do it on our own and

## **Ep #141: Gary Kadi - Making More with What You Already Have**

that somewhere in life, you can only go so far if you hang as an individual.

The minute you're presented that you have to raise your hand and be humble and have humility and raise your hand, to me, in 2017, those are the strongest people in the world 'cause I know I was trying to hide it. I'd go up on stage and espouse that I got it all handled. Meanwhile, I was bankrupt at self-esteem.

Then there was a moment in time that I got straight with myself, when I realized, you know what? I don't have it all handled, but here's what I have. I have a passion and a purpose. I happen to be an expert in a particular area of business and team development in dental practices. I'm gonna be the best guy I can be. I'm broken. I'm flawed. I have broken areas in my part. That just makes me who I am and I've accepted that. We don't judge people for who they are or where they've come from or where they wanna go. We just listen to what they want and then help them get there.

It takes the distinction, surrendering to win. It doesn't make you a weak person. It makes you a strong person when you have the courage and it takes courage to do it, but what I wanna have the listener, if anybody hears this, if you're struggling in any area, just remember in dentistry pain is necessary that indicates that you need to make a change and suffering, if you're staying in the suffering, that's your choice.

Somebody had to be straight like that with me and like, "You're choosing to stay in your poo and if you choose that, great. If you wanna get out, there's a step-by-step



## Ep #141: Gary Kadi - Making More with What You Already Have

process to get you there." That's what we have available to people. That's what's available to anybody.

David Phelps: Very, very well said. I 100% agree with you, Gary. Well, Gary Kadi, Nextlevel Practice, I wish we could go on and do this for another couple hours because we scratched the surface. We caught a few things that I think are very pertinent. You're great to talk to. You can definitely tell that what you are spousing doesn't come from the mind. It comes from your heart. You've lived it. You breathed it and I know just from getting a chance to know you better, that's where it comes. That's the impact that you're wanting to have. Your website [nextlevelpractice.com](http://nextlevelpractice.com). Email Gary at [nextlevelpractice.com](mailto:nextlevelpractice.com).

Don't forget the great book that you've authored, "Million Dollar Dentistry" on your website or Amazon. I think just to make sure your self-esteem is intact today, I think everybody should go to your Facebook page, Gary, and give Gary a Like 'cause he needs ... How much do you need a day, Gary, to keep you going? You said? 150? I mean isn't that what you told me?

Gary Kadi : Oh, dammit, you are amazing. This is the best podcast interview I've ever been on, man. I've been to a lot of 'em. This is amazing. You're a real joy, a privilege. Yeah. You know what? I had to learn who I am from the inside out, just like we build practices from the inside out, but you know what? I love me a Like. I'd love to have you come to my Facebook page, Instagram, Twitter and just do a little Like and...

David Phelps: Let's go blow it up. Blow it up for, Gary, all right? To just make sure he's good 'cause I think even though you had the chance to live the life of a millennial for a few years, I

## **Ep #141: Gary Kadi - Making More with What You Already Have**

think maybe deep inside, you've really got some of that inside you. I'm just saying. I'm just saying.

Gary Kadi : Here's my manuscript to my next book. "Dentistry for Millennials," my man. Right there.

David Phelps: There you go. There you go. You're all about it, man. Listen, Gary, thank you so much. This has been really fun. We'll definitely stay connected. You're doing some great stuff. I love your attitude, your philosophy and what you bring to the industry and profession. Great work.

Gary Kadi : Thank you, David. You're a real joy. I really had a great time here. Appreciate it and thank you listeners for the time that you allowed me.

David Phelps: You got it.

You've been listening to another episode of the *Dentist Freedom Blueprint* podcast with David Phelps and Evan Harris. The place to be to create your freedom lifestyle with more time off, security and peace of mind. Please subscribe, download the podcast, and share it with others who want to create real freedom in their lives and practices.