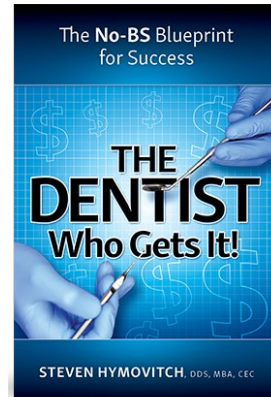


The Dentist Who Gets It: The No-BS Blueprint for Success **Press Kit**

Book Summary

[The Dentist Who Gets It: The No-BS Blueprint for Success](#)

by Steven Hymovitch (aka, "Dr. H") is a book for those in specialty healthcare, and healthcare or business in general, looking for momentum in their business and life. It looks past "quick fixes" to putting the time in for success, and guides readers to the path where they can marry their head and heart—and be successful professionally and personally. The book fills a void for those in healthcare, left in an uphill battle for success after graduate school, daunted by debt and lacking business acumen. Dr. H, a self-made man, shares his tried and true methods for success—from keeping pace with the latest healthcare trends, to leading in today's environment, managing balance sheets, and selling a practice for a profit. Using self-deprecating and smart humor, *The Dentist Who Gets It* is an enjoyable read that helps readers figure out where they are and where they want to go.



About Steven Hymovitch

Dr. Steven Hymovitch (aka, "Dr H") is "the dentist who GETS it"—"it" being the business side of dentistry. A serial entrepreneur, Dr. H grew his Tucson- and Phoenix-based practice, [Valley Endodontics & Oral Surgery](#), into more than ten offices, making it the largest endodontic/oral surgery practice in the southwestern United States. He has sold two of his businesses to private-equity backed corporations, affording him unique "insider's knowledge" of that side of business. As co-founder of The Scottsdale Leadership & Coaching Center, Dr. H is a certified executive coach who enjoys helping fellow business owners in the U.S. and Canada scale their businesses to help more people and build their balance sheets. Dr. H earned his MBA from Arizona State University, his DDS from McGill University, and a root canal specialty degree from Tufts University. His book, *The Dentist Who Gets It: The No-BS Blueprint for Success*, was released in spring 2019.

Author Q and A

Q: Why did you want to write this book?

A: Living in our turbulent, highly competitive, edited-for-magnesium-flash consumption, SNAIT (Snapchat/Netflix/Amazon/Instagram/Twitter) world, I felt like it was important to slow down and smell the overly-priced Starbucks and take stock in what really matters. Time and again, I'm asked—not just by those I coach—how I grew a successful dental practice from lower-middle-working-class beginnings. What I share with them from my

experiences isn't earth-shattering, but it can be transformational. In this book, I capture these lessons, which highlight the importance of hard work, marrying your head and heart, and keeping your perspective.

Q: You talk a lot about hard work. Do you believe it is possible to work less and earn more—as many aim to do today?

A: Hard work will get you a lot in life, but at times things do simply fall into place, be it serendipity, blind luck, karma, or who knows. All you can do sometimes is be open to possibilities when they occur. I started working at a young age and continued to work, even while in school. This is because my parents instilled in me a work ethic and taught me how to appreciate and recognize the value in the world around me. Their decency—really that's the best word to describe their life ethos—is something I hold proudly to my heart. I worked hard, took opportunities, and used my brain and skills as I learned to move forward best I could. I didn't have some master plan to eventually make millions, but by doing what I was raised to do—working and living—I found success.

Q: You give a lot of advice on the resources one needs and doesn't need to build a business. You say a marketing person is crucial. How can you find the right one?

A: Whether you are an endodontist or a bricklayer, own a pizza restaurant or a collection agency, your marketing person must possess three essential qualities. First, they must know your product and service. The last thing you want is your salesperson or marketing liaison not knowing the answer to a question a potential or long-time client may have about your business. Second, they need to be amiable--good listeners, sociable, and attractive in attitude and style. Aim to hire folks who are nice, down-to-earth, well-dressed people with a sense of style and sporting a gregarious personality. Finally, they should have a willingness to learn. Your marketing person should be eager to attend webinars, go to classes, and learn the ins and outs of modern-day selling.

Q: You've sold a large practice and business. What's your advice to those wanting to do the same?

A: There are three key steps. First, get your finances in order by considering your finances post-sale. Second, amass a team of experts around you for the sale such as a CPA, an attorney specializing in sales like this—even a wealth management advisor could come in handy at this stage. Third, get to know your buyer. Don't be afraid to snoop online.

Q: For the dentists only: what's your best business advice?

A: A dentist should always be planning for the future and the day that you can no longer put your fingers in another mouth. One of the best ways to plan for this is to

make smart financial moves as early on as you can. Also, keep debt as contained as you can and work to pay off the big loans. Finally, don't try to live like a plastic surgeon. Too many dentists live like a plastic surgeon but, by and large, don't make a plastic surgeon's salary. Surely, enjoy the fruits of your labor; but keep one eye on living and working lean and mean.

Q: How can someone tell if they're ready to own a business?

A: If you think you are ready to own your own business, consider whether or not you are ready to be thinking about it almost constantly. I can remember being on Waikiki beach with my wife, lying in the sun and sand contemplating some financial problem plaguing the office cash flow. Even in paradise, I couldn't forget my work. Your business is always running in the back of your mind. If you'd rather work 9 to 5, and leave your work at the office, then owning your own shop probably isn't right for you.

Q: What do you think makes a good leader?

A: In my book, I talk about the Four Steps to Leadership Nirvana: Boss/Friend/Delivery Man/Mentor. In essence, leadership is not a position. It is a process in which one works to become someone's mentor. These leaders have the following qualities. They are always learning. They're good listeners and are trustworthy. They are results-oriented. They work for the customer and ensure their team does the same. They have a vision and stay focused on it by not spreading themselves too thin. And, a leader is always working towards building their team, giving workers or students the decision-making authority as befits their seniority and title.

Q: In addition being a dentist, you also run a coaching and leadership center. In the book you talk about what coaching is not and what it is. Can you explain?

A: I love coaching because I love the challenge, the process of continuously learning, and planting a seed in people to help them pursue their dreams. Coaching isn't about hanging out, motivating someone, or being someone's friend or therapist. It is asking questions, unlocking who a person is and what they want to be, discovering one's true essence, and helping clarify goals by building support for the coachee to find and stay true to their commitment. My hope is that the chapter on coaching helps readers find good coaches that light a fire in them.

Q: Can you discuss the importance of being emotionally intelligent and how one can cultivate this intelligence?

A: Knowing how to exercise your emotional intelligence and being able to make that muscle bigger will give you strength in business negotiations, in your love life, with your family and friends, for better health even—in ways you cannot imagine. It gives you an edge, to be sure.

Here are some ways to cultivate EI. First, realize that there are other people around

you with their own needs, hopes, and dreams. Second, let your emotions come and be aware of what you are feeling and ask why. Discern how that emotion is fueling the feeling and whether it is good or negative. Next, slow down. Try to respond rather than react to situations. Finally, the last part of emotional intelligence is not only for us to be able to regulate, use, and understand our emotions and moods to alter our behaviors, but being able to manipulate and massage the emotions of others. Sounds like a superpower, right? It's nothing much more than making your empathy work for you.

Suggested Interview Questions

1. In your book, you talk about marrying your head and your heart. How does one do that?
2. You uniquely built a dentist empire: what was your secret weapon in boosting your business?
3. What would you say is the biggest mistake entrepreneurs make today?
4. Okay, now what is the biggest mistake dentists make?
5. What would your top advice be to students just out of grad school?
6. What makes a good entrepreneur?
7. In your book, you discuss certain outside resources to help grow a business and keep it on track. What are some of those resources?
8. You've said that a business owner needs to work "on" the business, not in it. What do you mean by that?
9. You also discuss the importance of EQ in business—even saying it's more important than IQ. Why?
10. You say saying "no" is really important for entrepreneurs. What do you mean by that?

Chapter Names

Introduction
Chapter 1: A Tale of Two Suits
Chapter 2: Starting out
Chapter 3: Consider Your Finances: Building Up or Selling Your Practice
Chapter 4: The Future of Dentistry
Chapter 5: Leadership
Chapter 6: Coaching: It's Not Mentoring, Therapy, Teaching, or Even Hanging Out

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