

Brian Blomgren, CEO of Atlanta ActionCOACH Releases Case Study on Dr. Bill Williams, DDS

Brian Blomgren, CEO of Atlanta ActionCOACH releases case study on the success of his relationship with Dr. Bill Williams, nationally renowned dentist and CEO of Suwanee Dental Care.

April 22, 2008 - [PRLog](#) -- ATLANTA, GA - Brian Blomgren, CEO of Atlanta ActionCOACH has released the following case study on the success of his relationship with Dr. Bill Williams, nationally renowned dentist and CEO of Suwanee Dental Care.

After 23 years of successful practice in Stone Mountain, Dr. Bill Williams chose to open Suwanee Dental Care in Suwanee, Georgia in 1997. Dr. Williams is dedicated to make Suwanee Dental Care the leading comprehensive dental service in Georgia where all of a patient's dental needs can be found in one practice.

Upon starting his new practice in Suwanee, Dr. Williams hoped to build a strong practice more quickly and more effectively than the referral business he built in his last practice. He worked with several dental consultants over the years, but decided that he needed a fresh set of eyes that would look at his business in a new way and offer a different approach. That's when Dr. Williams met Brian Blomgren, owner and principal of Atlanta-based ActionCOACH.

Since 2004, Brian has owned and operated ActionCOACH in Atlanta and has clients over the Southeast United States. Brian's professional experience includes work with several top-tier corporations in addition to his experience gained by owning and investing in several independent business ventures. Brian is a certified business coach. Brian also has an undergraduate degree in Industrial Engineering from Georgia Tech and an MBA from Emory's Goizueta School of Business, thus providing his clients with a well grounded and thoughtful approach to organizing and running their businesses.

From the onset, Brian coached Dr. Williams through ActionCOACH's Six Step model for a more successful business. Initially, Dr. Williams focused on a vision and culture for his practice, concentrating on the principles that would be a guiding light for he and his staff. After this was completed, Brian then turned Dr. Williams' focus to implementing the building blocks that would achieve this vision and culture. "This is the first step in the assessment of any business," says Blomgren. "You must know where you want your business to go in order to structure an effective business plan and choose the right strategies."

The next step in the process was for Dr. Williams to link each part – marketing, hiring, client services, and the performance of staff - of his business to what Brian calls key performance indicators. "This has been the most effective approach I have ever taken to my practice," says Dr. Williams. "Prior to working with Brian, I worked mostly with dental consultants. I was disappointed that I saw little measurable results after spending thousands of dollars to get advice for my practice. With Brian, I have someone with a strong business background looking at my practice and offering an honest critique of my business skills."

Among the measurable results Dr. Williams has seen year over year since starting to work with Mr. Blomgren are dramatic growth in staff and in overall business. Dr. Williams has grown his staff from 20 in 2005 to 28 in 2008. Dr. Williams also reports a revenue growth of over 103% to \$5.7 Million in 2007 since starting his work with Brian in 2004. Additionally Dr. Williams increased the number of new patients in his practice year over year by more than 30%.

Last year alone, his practice took on an average 130 new patients per month. In fact, Dr. Williams says, "Now, actually, the greatest challenge for my practice has been to create systems that take care of the growth and numbers of new patients that wish to see us while still keeping our famous personal attention

with each patient.”

According to Brian Blomgren, the biggest mistake most small business owners make is not looking at their company and taking a hard look at where they are spending their time and money. “The clients I work with are very intelligent people. They have started a business, and they are successful in that business. But, it is essential that clients take a look at their business practices and make certain that they are spending their time wisely. An outside perspective is often needed to make that effective. Time is money, and tying time and activity to a return on investment is extremely important.”

Dr. Williams also appreciates Brian's ability to help him plan for the future. “Since starting to work with Brian, we now have 4 doctors serving the patients in our practice. This growth will eventually allow me the opportunity to work less and less. I love what I do, so I'm not sure I will ever retire, but Brian has helped me plan for that if that day should ever come.”

Business issues have you concerned? Contact Brian Blomgren and find out how he and ActionCOACH's business solutions can help you grow your business. Feel free to contact Brian through the information provided below:

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About Brian Blomgren:

Brian Blomgren is an Atlanta area business owner, entrepreneur, and radio host. Since 2004, Brian has owned and operated ActionCOACH in Atlanta and has clients over the Southeast United States. Brian's professional experience includes work with several top-tier corporations like McKesson, a Fortune 20 corporation, in addition to the experience Brian has gained by owning and investing in several independent business ventures. Brian has an undergraduate degree in Industrial Engineering from Georgia Tech and an MBA from Emory's Goizueta School of Business. Additionally, Brian spends time weekly hosting the Business Hour show on Monday morning for Radio Sandy Springs, interviewing local business owners and discussing good business practices.

About ActionCOACH:

ActionCOACH is a Business Coaching and Training company founded in 1993 by entrepreneur and author Brad Sugars. Unlike most traditional consulting firms, the ActionCOACH process is structured to provide you, the business owner, with both short-term assistance and long-term training through an affordable mentoring approach. Hundreds of thousands of clients and workshop attendees worldwide will attest to the power of the coaching programs.

About Dr. Bill Williams: Dr. Bill Williams is the founder of Suwanee Dental Care, is accomplished in CEREC and sedation dentistry, neuromuscular dentistry, laser dentistry, orthodontics, TMJ therapy, dental implants, oral and periodontal surgery, endodontics and complex reconstruction cases. He is also the dentist for Restored Images: the Atlanta Extreme Makeover Team and the Gwinnett Gladiators Hockey Team. He is active in world wide missions to Kenya and Honduras on an annual basis." Dr Williams was also Gwinnett Chamber's Small Business Person of the Year in 2005, and has just been named Team Dentist for the Georgia Force Arena football team

About Suwanee Dental Care:

Suwanee Dental Care is the comprehensive dental services all-in-one practice with leading edge technology in four different types of dental lasers, a specialized dental cone beam CT Scanner, a CEREC Cad/Cam system, Remmer sleep apnea diagnosis equipment, Wellness Biotronic Antioxidant scanner, our unique Southwestern décor and cactus garden, our "VIP resting room" for relaxation with its fireplace, aromatherapy WIFI hotspot and a pair of massage chairs. Our web centric marketing action plan, featuring the SuwaneeSmiles.com web site created by Dr. Williams, brings us tens of thousands of hits each month and is responsible for patients coming from Asia, Europe, Bermuda, 10 states and 25 counties in Georgia. We were among the first to offer sedation dentistry with pulse oximeter monitoring where patients can sleep through their dentistry.

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