



KURIBAYASHI DENTAL CLINIC

Dr. Kenji Kuribayashi, DDS
Urayasu, Chiba, Japan

client Case Study

about Dr. Kuribayashi and the dental clinic

Dr. Kenji Kuribayashi has been practicing dentistry in Shin-Urayasu since 2008. His gentle, sensitive, and nurturing style puts even the most anxious patient at ease. His emphasis on patient comfort, as well as keeping up-to-date with the latest advancements in dentistry, enable him to provide his patients with the best quality of care in the field.

A graduate of The Nippon Dental University in 2003, Dr. Kuribayashi has continued to lead a practice based on the philosophy of integrity and diversity. His office staff speaks many different languages to be able to accommodate many different cultures, making patients feel more comfortable without the issue of a language barrier. Dr. Kuribayashi is fluent in English and Japanese.

Dr. Kuribayashi believes that oral hygiene is difficult to maintain when so many people work longer hours and have stressful jobs and deadlines. He works with patients to educate them about achieving their optimal dental health. After a complete and thorough examination, he reviews and discusses the diagnosis and treatment options to help each patient make the best informed decision.

Located in Urayasu, Chiba prefecture, (the city is perhaps best known as the location of Tokyo Disneyland), the Kuribayashi Clinic, which opened in 2009, treats patients from young children to elderly people, in a facility that takes barrier-free and privacy into consideration so that everyone can receive treatment comfortably. In addition to the state-of-the-art facilities such as CT and digital radiography, a complete single-room operating area can accommodate implant surgery and various oral surgical operations to meet the needs of every treatment.

CHALLENGES

Opening in 2009, Dr. Kenji Kuribayashi 's clinic was doing well , quite well, that is until the Great East Japan Earthquake on March 11, 2011. It was a devastating event. The area where the clinic is located in Urayasu is filled-ground so that when the earthquake occurred it caused liquefaction, the process by which water-saturated sediment temporarily loses strength and acts as a fluid. Water exuded beneath the streets, damaging the city's lifeline.

Dr. Kuribayashi could never have imagined the effects the quake would have on his clinic, since he had steady sales and patient numbers. But because of the quake, the staff could not make their commute and the patients as well, causing the patient load to drop drastically. The number fell so drastically that Dr. Kuribayashi even considered closing the clinic.

It was about that time when he encountered SMI® and began to embrace the SMI® concept to bring it into his life and his clinic.





SOLUTIONS

In the aftermath of the earthquake, Dr. Kuribayashi met with SMI® and began to participate in the Dynamics of Time Management® program. Bringing the SMI® concept into their clinic resulted in reviving the clinic. Sales increased and their human resources were well-established, with the number of staff members increasing from 16 to 23. SMI® made it possible to match corporate goals and personal goals or dreams of each staff member and each manager. Because of the spurt in business improvement, known in Japan as kaizen, they started to receive visitors from all over the world (more than 50 per year) to learn from their clinic. Kaizen is a Japanese philosophy that focuses on continual improvement throughout all aspects of life, and aims to eliminate waste in all systems of an organization through improving standardized activities and processes. Now that there are two directors and leaders in each category at the clinic, delegation has become more efficient and the productivity of each individual has greatly improved. Going to a company retreat every year is another reward of the expansion and more stable management of the clinic.

why SMI® works for us

“Not only I but also the staff and management team has grown personally and professionally after participation in the SMI® programs. Consequently we are contributing to communities and to people around the world.

The two directors in the management team first participated with me. That made it easier to delegate the responsibilities of the Chief Director, the two directors, and the leaders in each category. With the two directors, we put into action a system that places staff members into the right job for them.

The two directors focus on growing and developing the people below them who are not yet leaders.

Since 2016, we started to hold seminars for outside management executives of dental clinics where we discuss topics that are vital for executives, such as productivity, time management, development of people, delegation, and team building. Those who completed the course gain motivation and knowledge as management

executives, and keep achieving goals. I have been feeling the growth in myself, my clinic, my staff members, and all concerned.”



Dr. Kenji Kuribayashi, DDS | Chief Director

Sales In USD (approximately) and percentage

2010:	1,360,300 USD
2011:	1,781,000 USD (31%)
2012:	1,360,300 USD (17%)
2013:	2,075,500 USD (14%)
2014:	2,350,700 USD (-1%)
2015:	2,598,600 USD (11%)
2016:	2,862,800 USD (10%)

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what they're saying about SMI®

“I was given an opportunity to participate in the SMI® Leadership Program. This opportunity came when I was entrusted to manage a clinic as a Chief. Just an encounter with the SMI® program gave me a better attitude not only as a chief but as an individual. Now, with a positive and proactive mindset and having dreams and goals, my life is abundant. The importance of time management, controlling emotions, and being kind to others has resulted in a distinct increase in sales. I am driven every day toward our vision of “realizing the safest dental clinic in the world.” One of my personal goals is to study abroad at a graduate school of dentistry in the United States. I now make and follow action plans toward that goal. I am very grateful that I met SMI®. Thank you very much!”



Yu Kubota | Chief of Second Clinic

“I was not a self-starter, and I always had unclear goals or goals that were given from others. As I learned the definition of “Success” with SMI®, I proactively started to make clear goals with plans and schedules by myself so I won't waste my work and private time. While I was learning SMI®, I made a goal to give everyone a word of greeting when I get to the clinic every day because I was not a person who proactively greets others, which made me feel that I was in a shell. At first, it did not go well as imagined but I successfully give everyone greeting as it became a habit. Achieving that goal made confidence in me. I would love to keep growing and contribute to others.”



Aya Horiguchi | DDS

“SMI® gave me an opportunity to understand myself. Since I had never really faced myself in my life, beginning to learn new ideas was challenging, but it has taught me to see the value in myself as well as to see and face what the future awaits, and the importance of having crystallized goals. It has given me an opportunity and knowledge to grow professionally and privately. In my private life, I often said NO to invitations to unfamiliar places with unfamiliar people because I was shy. But now my attitude as changed to “no NOs to invitations” which has created so many opportunities, where I learn new things and find a lot of inspiration.”



Yumi Shinozaki | Reception

“SMI® made me realize that I can be successful. I tend to give up on things I want to do, because I thought I was not capable. I had spent a mediocre life both professionally and privately. The more I learn from the SMI® concept, the stronger I believe I had wasted my time. With SMI®, I make goals, even small goals and achieving them has made me more confident. I am still in the process of getting SMI® skills, and with those skills I look forward to becoming the person that I want to become. I will make my dreams come true!”



Chihiro Tanaka | Dental Hygienist

“I am the type of person who always complains and tends to think negatively. I was not courageous enough to change my negative way of thinking. My past and my pride did not let myself become positive, and I hated making changes in my life. I had spent my life every day without any goals. I now know that I had missed so many opportunities to be the kind of person I want to be. Now I would like to challenge everything with a positive attitude and goals, accept values of others, and change my life so I can always be myself with smiles!”



Chinami Miyamoto | Dental Assistant

“Before I started the SMI® program, I had thought I was not capable enough to do things because I did not know how to prioritize, and there were a lot of things I wanted to do. However, participating in the SMI® program made what I want to do very clear, and it made me capable of organizing and prioritizing things. I would like to make this way of thinking my habit and challenge things that I thought I was not capable of before!”



Anna Kanke | Dental Assistant



Masahiro Tajima

