

6 CE
Credits

JOIN US FOR THIS INCREDIBLE SEMINAR | **FEBRUARY 8, 2013** ←

BUILDING A PROFITABLE PRACTICE

Hilton – St. Petersburg Carillon Park

950 Lake Carillon Drive, St. Petersburg, FL 33716



*You and your dental team are
cordially invited to attend this
valuable seminar.*

 **HENRY SCHEIN®**
DENTAL

SESSION #1

8:00am–10am



Jim Philhower

TIPS & TECHNIQUES TO IMPROVE YOUR PRACTICE

- Tips for practice growth and strategies to effectively market your practice
- Proven Techniques to Increase Patient Flow
- Learn How to Increase Production & Profitability
- Proven Techniques to Improve Referrals
- Proven Methods to Effectively Lower Practice Overhead

Jim Philhower

Jim Philhower is the Director of North America Dental Sales Leadership & Development for Henry

Schein. Jim is a 28-year veteran of the dental industry. His career includes six years as a Regional Manager and 12 years as a Field Sales Consultant. Jim trains Managers along with Henry Schein Dental sales leaders throughout the US, Canada, Europe, and Australia on techniques to help dentists reach their practice goals.

SESSION #2

10:15am–12pm, 1pm–3:20pm



Dr. Charles Blair

STAY OUT OF JAIL: AVOID CODING ERRORS AND EXCEL IN INSURANCE ADMINISTRATION

Coding errors are predictable in today's dental practice. Learn the top coding errors and how not to make them! You will also receive new, valuable information on some of the "hot" sections of the CDT code, which you can use to identify and "fix" coding problems that lurk in your practice. Most practices can expect legitimate new increases in

cash flow immediately by learning how to do it right. Based on several thousand dental practices studied, these common problems were identified:

- Consistent Coding Errors
 - Clinical Protocol Issues
 - Potentially Fraudulent Activities
 - Get paid for what you're already doing
- 84 code changes for 2013 - 35 new codes
- 37 revised codes - 12 deleted codes

Dealing with dental insurance is overwhelming, but key strategies can save you time, prevent hassles, and keep you out of jail. You will receive essential tools to properly file dental insurance claims, and calculate primary and secondary insurance receipts. In addition, co-pay forgiveness, discounting, multiple fee positioning, patient gifts, falsifying NPI numbers, and even PPO strategies will be discussed. Stop leaving money on the table, as PPOs dominate the marketplace—a tipping point!

Objectives:

1. The participant will learn through predictive error correction, how to avoid typical coding errors.
2. The participant will gain knowledge into co-pay forgiveness, discounting, multiple fees, NPI numbers, etc.
3. The participant will gain knowledge in handling patient gifts as well as how to evaluate and deal with PPOs.
4. Learn how the new 2013 CDT codes and revisions can affect your practice and profitability.

CHARLES BLAIR, DDS

Dr. Charles Blair is dentistry's leading authority on practice profitability, fee analysis, insurance coding strategies and overhead control. He has individually consulted with thousands of practices, helping them identify and implement new strategies for greater productivity and profitability. A widely read and highly respected author and publisher, Dr. Blair offers two publications, **Coding with Confidence** and the **Insurance Solutions Newsletter**. He holds degrees in Accounting, Business Administration, Mathematics, and Dental Surgery.

REGISTRATION FORM

Friday, February 8, 2013
St. Petersburg, FL

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Fees: Doctors: \$199 Staff members: \$99

To register:

To expedite your registration, please register at <http://hnrsc.hn/BPP020813>

Contact your local representative or
Karla Davis: 813-888-8107 ext 4383
E-mail Karla.Davis@henryschein.com

Fax: 1-414-290-2557

Mail: Henry Schein Dental, Attn.: Sheryl Dayler,
10920 Lincoln Ave., West Allis, WI 53227

Name: _____

Address: _____

City, State & Zip: _____

Phone: _____

E-mail: _____

Attendees:

Doctors _____ x \$199 = _____

Staff _____ x \$99 = _____

Total Due \$ _____

Payment: Enclose check payable to Henry Schein Dental, credit card information, or Henry Schein Account Number below:

Henry Schein Account No.: _____

Credit Card No.: _____

Exp. Date: _____

Print Name: _____

Signature: _____

Billing and cancellation policy: A \$25.00 administration fee will be applied to cancellations received within 14 business days prior to the seminar. All seminars will be billed at time of registration.



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