

# SCHEIN EXPO 2012

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# SCHEIN EXPO 2012

## PHILADELPHIA

— SEPTEMBER 28 —



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**HENRY SCHEIN®**  
DENTAL

**RADISSON HOTEL PHILADELPHIA NORTHEAST**  
2400 OLD LINCOLN HWY | TREVSE, PA | 215.638.8300



Dr. Matthew Krieger

## THE MILLION DOLLAR PPO

### SEMINAR #1

Registration 8am | 8:30am–3:30pm

\$179 Dentist, \$89 Team Member

Fee for service Dentistry has long been considered the gold standard in private practice. Dentists still boast about not “taking” insurance

or “not participating” when discussing their practices. But, as the economy shifts, and patients become more insurance conscious, the need and incentive to participate in preferred provider organizations becomes more evident. For those of us who have chosen to participate, there is a systematic, stress-free way to create a thriving, and profitable practice that provides high quality care and value added services. This seminar will provide a detailed blueprint of such a practice. It will take you from the initial patient phone call through the recare system with predictable and repeatable results. Dr. Krieger will take the attendees through a step-by-step process with all of the forms and systems that are used in his practice.

#### You will learn:

- What is a PPO and what are you agreeing to when you sign up
- How to build the right team for a PPO practice
- Why you cannot be both a fee for-service and a PPO practice at the same time
- How to collect 100% of what you produce without sending statements
- How to eliminate cancellations and no shows without using confirmation calls
- The myth of the low overhead, low production practice
- 3 inexpensive and predictable ways to get 5 new patients per month
- Why pre-determinations are unnecessary
- How to maintain an overhead below 60%
- How to properly process claims so that you get paid quickly
- Which technology and equipment you must have to maintain efficiency
- What type of marketing works and what doesn't
- Key stats to monitor



Dr. Leonard Tau

**21ST CENTURY MARKETING:  
HOW DENTISTS CAN THRIVE  
IN THE NEW ECONOMY**

**SEMINAR #2**

Morning session registration 8:30am | 9am–12pm  
Afternoon session registration 12:30pm | 1pm–4pm  
\$99 Dentist, Spouse or Team Member

The internet has become the main way that potential patients search for a dentist. Building and maintaining an online reputation can make or break your practice success. Social media (Facebook, Twitter, etc.) has changed the way businesses market themselves. Dr. Tau has seen his practice grow exponentially due to his marketing strategies which are focused on the internet and reputation- based marketing. Dr. Tau will also share his successes with you on ways to increase the number of new patients your office sees each month.

- Course Objectives:**
- How to claim, manage, and maintain an online reputation
  - Using your Google Places page
  - Ways to get patients to leave reviews
  - How to use Facebook, You Tube, Blog and Twitter for your practice
  - Learn about other marketing tools available on the internet
  - Learn how to make your web site more interactive
  - Learn about additional social media tools to help your marketing efforts

*Dr. Leonard F. Tau maintains a full-time private practice in northeast Philadelphia focusing on general, cosmetic, reconstructive, and implant dentistry. He received his dental degree from Tufts University School of Dental Medicine in Boston, MA and a Certificate in Advanced Education in General Dentistry at UMDNJ in Somerdale, NJ. He is an active member of many dental organizations including the AACD, AGD, and DentalTown. Dr. Tau lectures nationally to fellow dentists on Internet marketing and social media. His primary focus in his practice is patient comfort and painless dentistry.*



Dr. Jeremy Behar

**HOW TO EFFECTIVELY  
RENEGOTIATE YOUR  
OFFICE LEASE**

**SEMINAR #3**

Morning session registration 8:30pm | 9pm–11am  
Afternoon session registration 12:30pm | 1pm–3pm  
\$79 Dentist or Spouse

Dentists are busy. Between balancing the growing demands of your office and providing quality care to your patients, it is no wonder that you may feel overwhelmed to deal with other responsibilities such as negotiating your dental office lease with your landlord.

- You will learn:**
- How to achieve reductions in rent
  - How to limit personal liability
  - How to prepare your lease for retirement and/or practice sale
  - How risks within a lease can negatively affect your practice
  - Negotiation tactics and how to gain leverage over your landlord
  - The tricks landlords use to trap dentists in bad leases

*Jeremy is widely recognized across North America as being a pioneer in the development of high-value outsourced lease negotiation solutions for the medical and dental community. Over the past 20 years, Jeremy has taught tens of thousands of doctors and dentists how to best leverage their office leases to maximize the value of their practices - and then how to protect them for the long term.*

**Seating is limited,  
please register early.**

**JOIN US FOR**

**Vendor Exhibits,  
Equipment & Technology  
Previews, Event Specials  
and Door Prizes!**

**REGISTRATION FORM**

Trevoze, Pennsylvania · September 28, 2012

**To register:**

To expedite your registration, please register by email.

**Email:** [ceseminars@henryschein.com](mailto:ceseminars@henryschein.com)

**Phone:** 800-686-4200 x3608

**Fax:** 1-414-290-2557

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



Doctor's office: \_\_\_\_\_

Contact phone number: \_\_\_\_\_

**Attendees:**  
(Attach additional sheets if necessary)

	Doctor	Team Member	Attending Lunch	Seminar #s
Name: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Name: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
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Name: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

**Total Due \$** \_\_\_\_\_

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

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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.