



JOIN US FOR THIS
INCREDIBLE SEMINAR
FRIDAY, OCTOBER 18, 2013

BUILDING A PROFITABLE PRACTICE



JOSEPH
MCMANUS

TAMMY
MCHOOD

CHARLES
BLAIR

JIM
PHILHOWER

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ADA CERP
Continuing Education
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You and your dental team are cordially invited to attend this valuable seminar.

Gaylor Texan
1501 Gaylor Trail
Grapevine, TX 76051



BUILDING A PROFITABLE PRACTICE

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Session 1: 8:30am–12noon

For all attendees

JIM PHILHOWER

TIPS & TECHNIQUES TO IMPROVE YOUR PRACTICE

Dental practice owners are under greater financial pressure than ever before. Lower reimbursements, fewer new patients and few patients covered by insurance, as well as the current economic climate, all make for challenging times. The number one concern for dentists today is not enough new patients. With 80 plus percent of all dental plans sold today being PPOs, the temptation to participate in multiple plans is tremendous. We typically see an average of 20–30% discount from a doctor's full fee schedule after participating in these plans. These reduced fees are directly correlated to the next concerns for dentists—increasing overhead and decreasing profitability!

In this seminar, you will learn:

- Strategies for practice growth and tips to effectively market your practice
- Proven techniques to increase new patient flow
- How to increase production and profitability
- Techniques to improve patient referrals
- The only way to effectively lower practice overhead

This seminar is intended for the entire Dental Team.

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 U.S., Canada, Europe, and Australia, on techniques to help dentists reach their practice goals.

Session 3: 1:00pm–3:30pm

Choose one afternoon class

TAMMY MCHOOD

KEEPING YOUR PRACTICE PULSE BY USING KEY PERFORMANCE INDICATORS

In today's economic climate, staying on top of your practice's financial health is imperative. Now more than ever it is critical to track key performance indicators and make adjustments when needed to enhance patient care as well as practice efficiencies and profitability. In this session, Tammy McHood will show you how to analyze practice data to identify your practice's strengths, challenges, and opportunities.

In this session, you will learn:

- How to analyze practice data and identify strengths, weaknesses, and opportunities
- Set achievable profitability goals and track key performance indicators
- Active Patient Base: Your most important number and ways to help ensure your patients keep coming back
- How to make a daily huddle work for your practice

Learn from an industry expert how to identify which key performance indicators your practice should be monitoring to help improve profitability and team accountability.

TAMMY MCHOOD

Tammy McHood has been part of the Dentrix and Henry Schein team since 1994. As the Practice Analytics and Coaching Product Manager for Dentrix and eServices, Tammy has worked on the creation of the Profitability and eServices Coaching Programs, Practice Advisor Report, and Dentrix Daily Huddle Report. Tammy earned a master's degree in Business Administration from Brigham Young University and is passionate about helping dental practices succeed by maximizing best practices.

Session 2: 1:00pm–3:30pm

Choose one afternoon class

CHARLES BLAIR

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

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.

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. 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.

Session 4: 1:00pm–3:30pm

Choose one afternoon class

JOSEPH MCMANUS

EMERGENCY EXIT STRATEGIES

Do you have an exit strategy? Does your family know what to do in the event of an unforeseen tragedy affecting the dentist? Will you have the necessary financial resources for a successful retirement? Where does your practice sale fit into your estate planning? What is your practice worth? What can you do to increase your practice value and saleability, whether planned or unplanned? What will the best transition option be for your practice?

These are the questions we will answer as we discuss the following topics:

- Practice Values
- Family Letters of Instruction
- Financial Planning
- Best Practice Value Enhancements
- Your Transition Plan
- Understanding Transition Options

This program is for dentists and their spouses only (spouses are strongly encouraged to attend).

JOSEPH MCMANUS, DMD, MS, MHA, MBA, MS

Dr. McManus received his dental degree from the University of Pennsylvania and his certificate in pediatric dentistry from the Children's Hospital of Philadelphia. In addition to his clinical training, he has earned master's degrees in Management, Health Administration, Business Administration and Higher Education.

REGISTRATION INFORMATION

FRIDAY, October 18, 2013

Gaylord Texan

1501 Gaylord Trail

Grapevine, TX 76051

TWO ways to register:

ONLINE:

at <http://hnrsc.hn/BPP101813>

Please select one afternoon session in notes box

PHONE:

To register by phone, contact Sheryl Dayler

800.686.4200, ext. 3608



Educational Investment:

Dentist + 3 Team Members: \$399

Dentist Only: \$159

Team Only: \$99

Registration 8:00–8:30am

Seminar 8:30am–3:30pm

Lunch will be provided



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.