JOIN US FOR THIS INCREDIBLE SEMINAR
FRIDAY, February 14, 2014
BUILDING A PROFITABLE PRACTICE

Embassy Suites
Minneapolis Airport
7901 34th Avenue South
Bloomington, MN 55425
952-854-1000

CE Credits

Join us for profit boosting techniques the entire team can use
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.

THE FUTURE OF DENTISTRY, AVOID CODING ERRORS, AND EXCEL IN INSURANCE ADMINISTRATION

PPO dominance and lack of busyness are top concerns of dentists. New graduates are weighing options as corporations can offer cash, security, and relief from employee headaches — it is the new quick-start option. Even established dentists who are looking to transition their practice see a way to sell without the hassle of finding a buyer. The growth of corporate dental practices is a real risk to our cottage industry. This look at the demise of a cottage industry will be an eye opener for attendees!

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. 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, etc. write-offs can be minimized.

Objectives:

1. The participant will gain knowledge into the future of dentistry.
2. The participant will learn how to counter corporate dentistry with the traditional practice.
3. The participant will gain knowledge of how PPOs work, when to join, and how write-offs can be minimized.
4. The participant will learn through predictive error correction, how to avoid typical coding errors.
5. The participant will gain knowledge into co-pay forgiveness, discounting, multiple fees, NPI numbers, etc.
6. The participant will gain knowledge in how to handle patient gifts, evaluate and deal with PPOs.

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. Dr. Blair’s extensive background and expertise make him uniquely qualified to share his wealth of knowledge with the dental profession.

The federal government imposes certain restrictions on, and requires public reporting of, transfers of value to a practitioner, including educational programs to the extent that less than a fair market value for such program is paid. Your Henry Schein representative can advise you of the reportable amount.