Building a PROFITABLE PRACTICE

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

Friday, September 16, 2016
Marriott at Fair Oaks
11787 Lee Jackson Highway
Fairfax, VA 22033

In States Where Applicable

6 CE Credits

HSD1438
SESSION #1
9:00am–12:00pm
Tips & Techniques to Improve Your Practice
with Jim Philhower
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!

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**

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.

SESSION #2
1:00pm–4:00pm
Do Dentistry, Not Time
with Dr. Roy Shelburne
You **CAN** be ready in the event of a Board complaint, insurance audit, malpractice claim, or criminal complaint. Dr. Shelburne, during his criminal investigation and in preparation for trial, found that his record keeping systems were faulty. It is possible and critical to implement protocols and form a defensive, systematic approach to record keeping, billing, and coding. To be prepared for any challenge the whole dental team must be careful, concise, complete, and diligent, not just the doctor. Learning and implementing this no-nonsense team approach to record keeping and clinical documentation could mean the difference between success and failure in the event of a legal action or challenge to your practice.

You will learn:
• **That what you don’t know CAN hurt you** and that ignorance is no excuse
• **To assimilate and maintain records** that can both PROTECT and DEFEND
• **The necessity of due diligence** and how to conduct records reviews and internal audits to ensure excellence

Dr. Roy Shelburne opened a private general practice in Pennington Gap, Virginia, in 1981. In March 2008, he surrendered his dental license after being convicted of healthcare fraud and spent 19 months in Federal Prison and 2 months in a halfway house. Dr. Shelburne is a nationally known speaker/writer/and consultant who openly shares his mistakes, what he learned as a result, and how to avoid those career ending errors.