

# BUILDING A PROFITABLE PRACTICE

**HENRY SCHEIN®**  
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You and your dental Team are cordially invited to attend this valuable seminar.



JOIN US FOR THIS INCREDIBLE SEMINAR | **FEBRUARY 10, 2012** **CORRECT DATE**

# BUILDING A PROFITABLE PRACTICE

**CROWNE PLAZA WILLIAMSBURG**  
6945 Pocahontas Trail, Williamsburg, VA 23185



**Don't work "in" your practice when you should be working "on" your practice.**

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

**HENRY SCHEIN®**  
DENTAL

## SESSION #1

8am-10am



### hosted by Jim Philhower

Director on North America Dental Sales Leadership and Development for Henry Schein Dental

# TIPS & TECHNIQUES TO IMPROVE YOUR PRACTICE

- Tips for Practice Growth in this challenging economic environment
- Proven Techniques to Increase Patient Flow
- Learn How to Increase Production & Profitability
- Proven Techniques to Improve Referrals
- Proven Methods to Effectively Lower Practice Overhead

## SESSION #2

10:15am-12pm, 1pm-3:30pm



### hosted by Dr. Charles Blair

CEO of Dr. Charles Blair & Associates, Inc. and publisher of Coding with Confidence and the Insurance Solutions Newsletter

# BUILDING A PROFITABLE PRACTICE

This program is designed to get the dental practice working as a TEAM. Teaching the doctor and staff an approach on how to optimize a perio program by explaining the lack of treatment of periodontal disease, by the profession. This lack of periodontal treatment has become a National Epidemic in view of the evolving oralsystemic link. Hear strategies and insight to make a successful periodontal program, to ensure correct coding protocol, to eliminate consistent coding errors, as well as strategies for the hygiene department. Learn how to analyze the business side of your dental practice by utilizing procedure mix enhancement, fee profiling, and PPO strategies.

### Also hear insight on how to:

- Move from "cost-based" to "revenue-savvy"
- Diminish broken appointments - an "economic killer"
- Planning a productive and profitable future for your practice

Take the strategies and insight outlined in this program to make a solid effort in optimizing your periodontal program, to ensure correct coding protocol, and to analyze your dental practice to increase practice profitability. By using these strategies, it will allow the TEAM to build a profitable dental practice.

### Objectives:

- Learn the impediments to starting a successful periodontal program
- Learn unique dental insurance coding as it applies to periodontal procedures, typical coding errors, and gain knowledge into clinical protocol sequences
- Gain knowledge into running a practice like a business by understanding the cost of doing business

# REGISTRATION FORM

Friday, Feb. 10, 2012  
Williamsburg, VA

**CORRECT DATE**



### 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

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State & Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

### Attendees:

Doctors \_\_\_\_\_ x \$299 = \_\_\_\_\_

Team Members \_\_\_\_\_ x \$69 = \_\_\_\_\_

Team Members & Guests  
without Doctor \_\_\_\_\_ x \$99 = \_\_\_\_\_

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

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

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**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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