

CHARLES BLAIR, DDS

Short Introduction

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 experience makes him uniquely qualified to share his wealth of knowledge with the dental profession. 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.

Long Introduction

Dr. Charles Blair is CEO of Dr. Charles Blair & Associates, Inc. located in North Carolina. A graduate of Erskine College, he earned his Doctorate of Dental Surgery at the University of North Carolina at Chapel Hill. In addition, Dr. Blair hold degrees in Accounting, Business Administration and Mathematics.

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. A widely-read and highly-respected author and publisher, Dr. Blair has authored and co-authored several business and finance books, as well as contributed numerous articles in various dental publications. He currently offers two publications, **Coding with Confidence: The "Go To" Dental Insurance Guide** and the **Insurance Solutions Newsletter**. Also through his expertise, he has created the innovative PracticeBooster®, dentistry's Clinical Treatment Intensifier (www.practicebooster.com).

In addition, Dr. Blair is a nationally acclaimed speaker for national, state and local dental groups, study clubs and other professional organizations. He offers leading-edge presentations in the business, finance, and insurance coding arena of dentistry. Dr. Blair's extensive background and experience makes him uniquely qualified to share his wealth of knowledge with the dental profession.

Dr. Blair has presented his leading-edge presentations to such prestigious meetings as:

- Thomas P. Hinman Dental Meeting
- ADA National Conventions
- Texas Dental Association
- Chicago Midwinter Meeting
- Yankee Dental Congress
- New Orleans Dental Association
- Michigan Dental Association
- Greater St. Louis Dental Society
- Oklahoma Dental Association
- OMFS National Conventions
- Seattle Study Clubs
- AADPA
- AAO National Conventions
- NC and SC Dental Associations
- AAOMS
- New Jersey Dental Association
- Virginia Society of Periodontists
- North America Society of Periodontists
- Orange County Dental Association
- California Dental Association
- International Study Group, Toronto, Canada
- L.D. Pankey Study Club

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SEMINARS

COURSE 1: Focus on Profitability for the Efficient Practice (3-4 HOURS or 6-7 HOURS)

Are you working "in" your practice rather than "on" it? Learn to see the "big picture", analyze the business side of your practice, and take solid steps toward increasing profitability.

Hear strategies, tips and "pearls" on:

- Coping with a Down Economy
- Fee Profiling and PPO Strategies
- Procedure Mix Enhancement
- Optimum Staff Ratios
- Hygiene Department 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

Who Should Attend: Dentists, New Dentists, Staff, Spouses

COURSE 2: Perio Education Experience: (4 HOURS) How to Put Perio Into Practice

This program will teach the doctor and staff an approach on how to optimize a perio program. The lack of treatment of periodontal disease by the profession is a National Epidemic, in view of the evolving oral-systemic link. Dental offices do not know how to diagnose, code or sequence the treatment of periodontal disease. This course will get the office TEAM ON THE SAME PAGE by providing scenarios, scripting, proper coding, ways to work with PPO's and the proper integration of technology.

Who Should Attend: Dentists, New Dentists, Dental Staff, Spouses

COURSE 3: Stay Out Of Jail: The Top Coding Errors (2, 3 OR 4 HOURS)

Based on several thousand dental practices studied, these common problems were identified:

- Consistent Coding Errors
- Clinical Protocol Issues
- Potentially Fraudulent Activities

Coding and fee positioning 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 net increases in cash flow immediately by learning how to do it right.

Who Should Attend: Dentists, New Dentists, Staff, Spouses

COURSE 4: PracticeBooster® - Dentistry's Answer to Intensify Clinical Treatment (2-3 HOURS)

Wouldn't it be great to know where you compare to your peers in relation to treatment and production? No one knows that -- until now. Now there is PracticeBooster®, an unbelievable analysis system, which directly measures Clinical Treatment Intensity (CTI). For the first time, the dentist and hygienist are viewed from a clinical treatment intensity standpoint.

Just how aggressive is the hygienist in clinical protocols such as taking x-rays, providing sealants and fluoride, and treating periodontal disease? Just how aggressive is the dentist in crown and bridge, and restorative area production? How does the dentist's service mix compare to others? How does the dentist and hygienist produce compared to peers, from a percentile standpoint?

Say "Goodbye" to the traditional method of analyzing your practice numbers and all that. Say "Hello" to PracticeBooster® as the definer of clinical treatment intensity, developed by Dr. Charles Blair, dentistry's mathematician.

PracticeBooster® does not use traditional practice monitors but instead measures the clinical treatment tendencies of the dentist/hygienist, on an apples-to-apples basis, to their peers. The outcome: a road map which dramatically improves patient care while boosting practice profitability.

COURSE 5: Business Aspects of Cerec 3D/E4D (2-3 HOURS)

There's much to learn about the business side of Cerec 3D/E4D, including: What are the economics and practice management aspects of this technology? Does it make sense and is it a fit for your practice? What technologies go hand-in-hand with Chairside CAD/CAM?

This course covers a multitude of topics, including:

- Purchase Decision Economics
- Practice Procedure Profiling
- Establishing Fees and Insurance Coding
- Complementary Technologies

Leave knowing how to evaluate and utilize your Chairside CAD/CAM, and how to make it a success in your practice.

Who Should Attend: Dentists, New Dentists, Dental Staff, Spouses

COURSE 6: Business Aspects of Invisalign® and Six Month Smiles® for the GP (2-4 HOURS)

This course for GP's addresses all business aspects of the very popular Invisalign® technology, including:

- The Economics of Orthodontics for GP's
- Reimbursement Issues – A new ball game for GP's!
- Establishing Fees
- Aspects of Practice Management
- Marketing Ideas

With the exception of diagnosis, treatment planning, and clinical treatment, you will hear everything you need to know about incorporating Invisalign® into your practice for maximum profit and productivity.

Who Should Attend: Dentists, New Dentists, Dental Staff, Spouses

COURSE 7: Top How-To Tips for Structuring the "Ideal" Practice (2-3 HOURS)

What is the "ideal" practice? Is it 10 staff members? Is it minimal staff members? What balance of practice monitors yields the most efficient and productive mix? Find out the "secrets" to an efficient, high-grossing practice with a true 40% net. Also hear how to:

- Optimize Practice Production and Staffing
- Work "Bankers'" Hours

Several thousand practices were analyzed and a "common thread" was identified to maximize productivity decrease stress. Attend this information-packed presentation and see how 2-3 hours can change your life!

Note: Practice models will also be presented specifically for the female dentist.

Who Should Attend: Dentists, New Dentists, Dental Staff, Spouses

COURSE 8: New Dentist Program: "Start Smart/Stay Smart" (2-4 HOURS)

This course focuses on the unique challenges that face new dentists today. Topics include:

- Are you deciding between a "cold start" and a buy-in?
- Are you choosing the right CPA and advisors?
- Are you evaluating a for-sale practice?

- Do you have hiring and labor cost issues?
- Are you establishing clinical protocols?
- Are you setting your fees properly?
- Are you avoiding fraudulent coding?

All these questions, plus many more, will be addressed in the space of just 2-4 enlightening and life-changing hours. Make the decision to "Start Smart/Stay Smart" today!

Who Should Attend: New Dentists, Spouses and the Gray-Haired Dentist who missed it.

Lecturers: Charles Blair, DDS, Joseph D. Jordan, JD

COURSE 9: New Dentist Program: "Start Smart/Stay Smart" (LUNCH HOUR)

This course covers vital topics for the new dentist, including:

- Should I buy an established practice or open a "cold start" practice?
- Practice Options
- Choosing the right CPA and Advisors
- Avoiding common new dentist errors

All these questions, plus many more, will be addressed in the space of just one enlightening and life-changing hour. **It's a lunch that lasts a lifetime!**

Who Should Attend: New Dentists, Spouses, and the Gray-Haired Dentist who missed it.

COURSE 10: Private Practice Options for Women Dentists

What would be the characteristics for an "ideal" private practice setting for women dentists? Would it be a solo, group, space-sharing or owner with an associate format?

Which staffing models yield a decent overhead? What special consideration should be given to child care, practice transitions, retirement or other matters?

Come to this lecture to discover what your "ideal" practice would be!

Objectives:

- The participant will understand the various practice models available.
- The participant will discover ways to balance both practice and family.
- The participant will understand transition and retirement matters.

Who Should Attend: Women Dentists and Spouses

COURSE 11: The Impact and Economics of the Full-Time and Part-Time Associate

Thinking of bringing on a full-time or part-time associate? Curious as to how it will impact your practice? Uncertain of which scenarios is better suited for your practice? What are the real pitfalls?

Joseph D. Jordan will bring answers to the doctor's inquisitive mind through discussing practice analysis and steps the doctor can take to better ready their practice for an associate, while also addressing the common errors of associateships and how to avoid them. Dr. Charles Blair will entice the dentist with the economic benefits of the one and two day associate, and show just how profitable a well-suited associate can be.

Who Should Attend: Dentists, New Dentists, Spouses

Lecturers: Charles Blair, DDS, Joseph D. Jordan, JD

COURSE 12: "Re-Engineering Everyday Patient Care Through Application of Periodontal-Systemic Medicine" and "The Opportunity Cost of Under-Diagnosis of Periodontal Disease" (4-7 HOURS)

Evidence is mounting to support the relationship between periodontal disease and systemic inflammation, leading to serious whole body damage. As a result, prevention and progressive treatment of periodontal disease has become the new imperative.

Through the use of case studies, Casey Hein provides compelling information on the latest application of periodontal-systemic research, and specific recommendations on early intervention of periodontal disease. Charles Blair adds another dimension by further addressing the significant economic impact of the opportunity cost of under treatment.

Who Should Attend: Dentists, Hygienists, New Dentists, Staff, Spouses

Lecturers: Charles Blair, DDS, Casey Hein, MBA, RDH