

Revenue Enhancement Program

Many practices lose THOUSANDS OF DOLLARS every year due to improper management of fees, clinical protocols, and insurance coding protocols.

Are you guilty of...

- **Coding errors?**
- **Fraudulent activities?**
- **Lack of current CDT knowledge?**
- **An unbalanced fee schedule?**

Most doctors are guilty and it's costing them \$100 - \$500 every single day!

A balanced and well-designed fee schedule, along with proper procedure mix, treatment protocols, and coding are the cornerstones of a successful and profitable practice. Unfortunately, most doctors lose TENS OF THOUSANDS OF DOLLARS annually by not implementing and maintaining up-to-date fees, clinical procedure protocols, and using the latest insurance code set.

To further compound the issue, there are very few qualified experts who have the deep knowledge and experience required to provide guidance to doctors in all these critical areas.

Dr. Charles Blair is America's foremost authority on improving practice profitability. With unsurpassed expertise he has provided thousands of your peers with a personalized, step-by-step guide to optimal profitability through his over-the-telephone **Revenue Enhancement Program**.

Program highlights – what you will receive:

- A one-on-one two-hour telephone consultation with the doctor and staff to analyze your insurance coding, revenues, clinical protocols, procedure utilization rates, lab expenses, and scope of services with specific recommendations for improvement. Great training for both the doctor and staff!
- A customized re-balancing of your fees to a consistent percentile for your zip code. This ensures that you are paid what you are worth. Where appropriate, surcharges and multi-fees are suggested for certain procedures.
- Identification of profit-robbing managed care plans, with specific steps to avoid, minimize or eliminate participation with these providers.
- Guaranteed 10-to-1 return on your investment!

This 10-1 minimum return on your NO RISK investment will blow away your retirement plan performance!

How do I begin?

To request the Data Requirements form necessary to begin, contact Dr. Charles Blair & Associates, Inc. today by calling: (866) 858-7596, or email us at Debbie@drcharlesblair.com

Dr. Blair will review your submitted data and call you with a no-charge preliminary assessment to determine if your practice will profit substantially from this service. The cost to proceed is only \$1,590, with a guaranteed return of 1,000% (\$15,900). The Revenue Enhancement program includes one-year of ongoing support for your practice and a copy of Dr. Blair's coding manual, **Coding with Confidence: The "Go-To" Dental Insurance Guide**, which is a \$99.95 value.

**This program is for General Dentists, Prosthodontists and Pediatric Dentists only.*

Dr. Charles Blair

Dr. Charles Blair is a contributing editor for DENTAL ECONOMICS magazine, and a former practicing dentist who now provides consulting services to the dental industry on a full-time basis.

His business, Dr. Charles Blair & Associates, Inc, is located near Charlotte, North Carolina. A graduate of Erskine College, he earned his Doctorate at the University of North Carolina at Chapel Hill. Dr. Blair also holds degrees in Accounting, Business Administration, Mathematics and Dental Surgery. He has consulted individually with thousands of practices.

What clients are saying

"We should have participated in the Revenue Enhancement service a long time ago. We have exceeded our production/collection goals every month since re-setting our fees."

Dr. John Poirier, Waterville, ME

"Without a doubt, the easiest, most problem-free, income producer that we've implemented in many years – and without patient complaint. I plan to continue it for the remainder of my practice years. Just do it!"

Dr. Robert Lofgren, Aiken, SC

"There is an immediate and impressive increase in profitability after Dr. Blair's 'equilibration' of one's fee schedule." **Dr. Ronald Barganier, Montgomery, AL**

"The Revenue Enhancement program provided us with \$215,000 annual additional income, and this was with no additional procedures. What a great way to reduce overhead!" **Dr. Jesse Roberts, Jr., Reston, LA**

Services for The New Dentist

Revenue Enhancement for the New Dentist

A cold start practice typically represents over a \$400,000 investment. Why not make a minimal investment to enhance its success!

During your one-on-one telephone coaching call, the CURRENT codes will be reviewed and clinical protocols established. This consultation with the doctor and newly-hired staff will save the new practitioner many insurance filing headaches. All pitfalls and "insurance traps" will be thoroughly covered to give the new dentist vital information in this confusing and complicated area.

Dr. Blair provides you and your practice with the best fee data available in the market place (specifically based on your practice's zip code area).

This allows you to set a fee which is fair to all; the practice, the staff, and the patients. No other single decision will impact your career more than your initial fee schedule. Under-pricing fees can cost you HUNDREDS OF THOUSANDS OF DOLLARS over the course of your career, robbing you of your maximum profitability and future retirement potential.

Program includes:

- Two-hour coaching sessions for dentist and staff.
- Fee analysis customized for your specific zip code patient base area.
- Insurance strategy materials and avoidance of any fraudulent activities.
- One year of follow-up support.
- Expert assistance in establishing procedure mix and clinical protocols.
- How to correctly charge for evaluations, multi-fee services, proper insurance protocols, etc.
- Dr. Blair's popular coding manual, **Coding with Confidence: The "Go-To" Dental Insurance Guide.**

Fee: \$695

Strategic Planning Consultation for the New Dentist

Don't be among the 90% of dentists who lose over \$500,000 during their careers because of practice management errors. Dr. Blair can give you the guidance you need to work "on" establishing your practice, rather than "in" it.

Dr. Charles Blair's 30-plus years of dental experience includes experience in: personal private practice; authoring books, newsletters and articles; practice transition consulting

including associateships and sales; fee, procedure mix and protocol consulting; CEREC 3D and Evolution E41 analysis; new technology analysis; Profits Plus+ profitability workshops; hundreds of speaking engagements, and consultations regarding evaluation of insurance plans (getting out or getting in).

Dr. Blair holds degrees in Accounting, Business Administration, Mathematics and Dental Surgery.

Fee: \$350/hour

Program includes:

- Specific, personalized solutions for your personal or practice-related questions.
- Direction for establishing the proper positioning of your practice in the marketplace.
- Consulting time, one-on-one over the telephone, tailored to meet your busy schedule.

The dentist's time is worth \$3 to \$7 per minute. Aim for higher productions!



Dr. Charles Blair is dentistry's foremost authority on practice profitability, clinical treatment intensity, analysis and overhead control. His extensive background, expertise and over 30 years experience make him uniquely qualified to share his wealth of knowledge with the dental profession.

A widely-read and highly-respected author, Dr. Blair has written the **E-Z Tax Cookbook**; co-authored **Marketing for the Dental Practice, Employing Family Members in Your Practice: a Tax Bonanza!**, and his popular **Coding with Confidence** series.

Dr. Blair is the developer of PracticeBooster®, the Clinical Treatment Intensifier.

In addition, he has published numerous articles in dental magazines, and is an acclaimed speaker for national, state and local dental groups, study clubs and professional organizations. He offers leading-edge presentations in the business/finance, clinical treatment intensity, and dental insurance arena of dentistry. Dr. Blair's extensive background and expertise make him uniquely qualified to share his wealth of knowledge with the dental profession.



PracticeBooster[®]

Dentistry's Answer to Intensify Clinical Treatment

(Available only for General Dentists and Prosthodontists)

The **Clinical Treatment IntensifierSM (CTISM)** is a fresh analytical approach to dentistry! It is a component of **PracticeBooster[®]** that exclusively uses input data such as the dentist's clinical procedure count "window" to produce a 70+ page report encompassing over 50 areas that drive changes in the practice's (dentist/hygienist) procedure mix. **CTISM does not** use traditional practice monitors such as production, collections, accounts receivable, etc. – only the procedure count report (plus a limited questionnaire and fee schedule) is utilized to calculate the clinical procedure mix. The **CTISM** report is a road map to dramatically improving practice profitability and patient care, spotlighting the "money left on the table".

For the practice profile it examines or calculates 11 monitors such as:

- Overall busyness of dentist/hygienist compared to peers.
- Percentage of managed care (PPO's) in the practice compared to peers.
- New patient flow and hygiene day requirements for doctor busyness evaluation.
- Hygiene days to doctor days ratio.
- Hygiene department replenishment rate.

For the hygiene department, it calculates 15 hygiene procedure intensities such as:

- Hygiene production related to other hygienists.
- Hygiene department clinical treatment intensity.
- Scaling and root planing treatment intensity.
- Perio maintenance treatment intensity.
- Bitewing x-rays, and pan/full series treatment intensity.
- Sealants, fluoride, and Arestin[®] intensity.

For the dentist, it calculates 12 doctor procedure intensities such as:

- Dentist's production related to other dentists.
- Dentist's clinical treatment intensity.

- Core buildup intensity.
- Operative fillings-to-crown ratios.
- Multi-unit bridgework/implant to partial denture ratios.
- Posterior composite rate.
- Surgical extraction rate.
- Crown and bridge treatment intensity.

In addition, there are 16 other monitors that reflect the dentist's service mix, breadth and intensity level presented in a page at-a-glance profile for such procedures as:

- Cancer screening tests, endodontics, pediatrics and cosmetics.
- Implants, perio, therapeutic agent Arestin[®] profile, and tooth whitening.
- Oral surgery, orthodontics, occlusal guard and TMJ.
- Analgesic and sedation administration, plus others.

In effect, the **Clinical Treatment IntensifierSM** measures the clinical treatment tendencies of the dentist/hygienist provider and compares them by percentile to their peers. The unique Percentile RankerSM provides percentile feedback for each parameter, based on participating practices and Dr. Charles Blair's 3,500 practice database (sampled). Therefore, the dentist participant knows exactly where they and where their hygienist rank in relation to their peers. For instance, a 60th percentile match means they exceed 60% of dentists for that particular parameter. As the Master Database is expanded in the future, dentists can compare themselves with in-state doctors (even within a given city with enough participants), LVI doctors, or Pankey Institute doctors, for instance.

In addition, the Fee EqualizerSM feature provides a level playing field to compare practices on an "apples-to-apples" basis regardless of their wide differences in fee schedules or geographic location. For example, the New York City dentist with a high fee profile is properly compared with the rural Mississippi dentist, who has a much lower fee profile, possibly one-half. The Work Day EqualizerSM feature provides

PRACTICEBOOSTER, continued...

a level playing field to compare clinical procedure counts on an “apples to apples” basis regardless of the number of providers or work days per dentist or hygienist. The Money MakerSM feature calculates the potential revenues where dentist-mandated clinical protocols are breaking down or the clinical procedure intensity is low when compared to peers. (In effect, this feature calculates the money “left on the table.”)

CTISM is very intelligent. For instance, it is programmed with algorithms that predict the new patients and hygiene days required for the dentist’s business at a given production level compared to the actual new patient flow and hygiene availability. It computes how well the hygienist is adhering to x-ray, fluoride, SRP and sealant clinical protocols. It computes the clinical treatment intensity of the doctor regarding crown and bridge, buildups under crowns, fillings-to-crown ratio, partial denture vs. implant decisions and many other calculations. It organizes the almost 500 dental procedure codes into page-at-a-glance presentations to evaluate the current or future service mix. In essence, it is a road map to improving patient care while finding dollars “left on the table”.

What’s new about the **Clinical Treatment IntensifierSM** analytical program? For the first time, the dentist is viewed from a *clinical treatment intensity* standpoint. Thus, by analyzing the provider’s (dentist/hygienist) clinical procedure mix intensity and various procedure ratios, one can take action to improve patient care while boosting practice profitability.

Now you know why the **Clinical Treatment IntensifierSM** will be acknowledged as dentistry’s “measuring stick”.
Outstanding Analysis! Outstanding Results!

There’s nothing like it!

Go to www.PracticeBooster.com for more information and to download forms.

Fee: \$1995; payments can be made in 3 monthly installments of \$665 each.

Interested in the **PracticeBooster[®]** consultation?

Please contact us:

Dr. Charles Blair & Associates, Inc.

Attn: PracticeBooster Analytics Department

Pinnacle Professional Park

547 Highland Street, Mount Holly, NC 28120

Phone: (866) 858-7596

Fax: (704) 822-3142

PRACTICEBOOSTER EXAMPLE: SEALANT INTENSITY RATE

This Monitor measures the Sealant Intensity Rate. In the example below, the PercentilerSM shows the hygienist at a 66% Intensity Rate, which is about the 65th percentile related to other hygienists. The Money MakerSM shown below illustrates the additional cash flow, which results in a higher level of Clinical Intensity at the percentiles shown.

This calculation measures the percentage of the sealant (D1351) count to child prophylaxis (D1120) count:

$$\frac{\text{Sealant (D1351) count}^*}{\text{Child prophylaxis (D1120) count}} = \frac{234}{356} = 66\% \text{ sealant intensity rate}$$

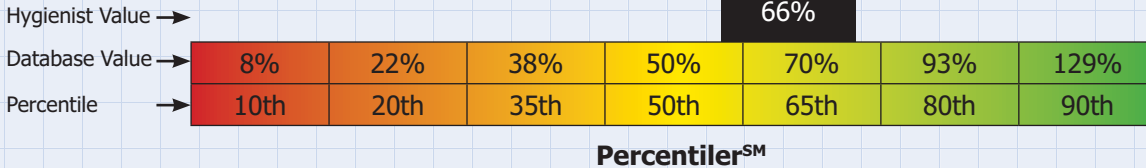
*The sealant count includes all hygienist and dentist providers.

Sealant intensity rate
 66% sealant intensity rate
 (Range 20% – 90% or higher
 (Goal: 55%)
 (higher is better)

Higher is Better

Money MakerSM

Potential \$	
0	10th
0	20th
0	35th
0	50th
\$525	65th
\$3,999	80th
\$9,166	90th



CROWN BUILD-UP INTENSITY RATE

This Monitor spotlights the Crown Buildup Intensity Rate. In the example below, the PercentilerSM shows the dentist at a 5% crown buildup intensity rate, which is below the 10th percentile of 11%. The Money MakerSM shown below illustrates the additional cash flow, which results in a higher level of Clinical Intensity at the percentiles shown.

This calculation measures the total buildup count to potential buildups on 434 crowns:

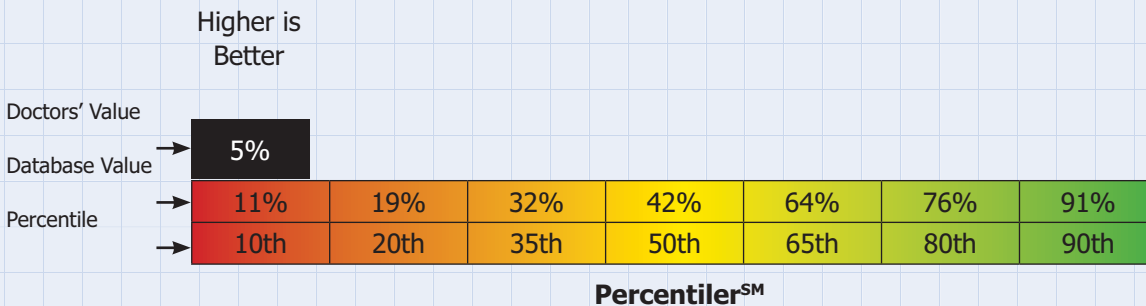
$$\frac{\text{Total buildups (all types)}}{\text{Total potential buildups}} = \frac{22 \text{ count}}{434 \text{ count}} = 5\% \text{ Crown Buildup (all types) intensity rate}$$

Crown buildup intensity rate
 5% buildup intensity rate
 (Range 18% – 75% or higher
 (Higher is generally better.)

Higher is Better

Money MakerSM

Potential \$	
\$4,641	10th
\$10,152	20th
\$19,725	35th
\$26,831	50th
\$42,930	65th
\$51,487	80th
\$62,365	90th



PROFITS PLUS+ Workshop

Benchmarking/Strategy Workshop for Improving Practice Profitability, Production and Decreasing Broken Appointments

When it comes to building a profitable dental practice, the time you spend working ON your practice is more important than the time you spend working IN it. Most doctors attempt to build a successful practice without undergoing any formal training in the skills required to run a profitable business - and pay for this lack of knowledge with hundreds of thousands of dollars of lost profits over the course of their careers.

Think you're different? How many of the following questions can you answer - right now - about these critical areas of your practice?

- What are the eight key variables that determine RDH productivity and dramatically improve it? Why isn't your hygienists producing three times the W-2? Now you'll know!
- What are 10 keys to lowering your broken appointment rate?
- What is the optimum ratio of doctor compensation to staff compensation?
- What scheduling procedures and operatories produce optimum efficiencies in the office?
- What is the best, most efficient practice?

PROFITS PLUS+ is Dr. Charles Blair's hands-on, completely customized workshop designed specifically to help you maximize profits by improving your business management skills. Dr. Blair will analyze your practice data and prepare a completely customized report based on input from you that will benchmark the performance of your practice in more than 100 key areas - with strategies to improve them.

Using this information, Dr. Blair will show you... where your strengths are, where you are performing at an acceptable-but-improvable level, and where your opportunities are for practice profitability improvement. Best of all, you will learn exactly what you need to do - right now - to immediately impact your bottom line.

Learn from a qualified resource who knows dentistry

With over a decade of personal experience as a practicing dentist, Dr. Charles Blair speaks from experience, not from theory. Over the last 20 years he has worked personally with thousands of your peers, including many of the most successful practitioners in the country. Let him share his expertise with you to help you develop proven, immediately applicable business practices that will translate into significant dollars to your bottom line - **Guaranteed!**

HOW IT WORKS:

Upon registration, you will receive the practice data forms for completion. This provides Dr. Blair with specific financial and practice information for his analysis. He then personally analyzes the numbers, reviews practice performance and prepares each doctor's customized reports (this includes a one-on-one interview via telephone to clear up any questions/concerns regarding practice data). These personalized data reports are then used as the foundation for the workshop, allowing you to experience a day of high-impact, practical instruction on how to perfect and strengthen the performance of your practice as a business by looking at your own numbers.

Fee: \$1995; payments can be made in 3 monthly installments of \$665 each.

WHAT IS COVERED:

Review of your practice performance, dental industry standards, discussion of leading-edge strategies and solutions for practice optimization, overhead control secrets, and numerous practice profitability and efficiency "pearls".

Workshop materials include:

A Workshop notebook, an individualized custom report and benchmarks (comparing your practice parameters with your peers in a **CONFIDENTIAL** format).

FOLLOWING THE WORKSHOP:

You will also receive a personalized, comprehensive written report re-capping the valuable strategies and recommendations gleaned from the day, along with a personal implementation checklist and follow-up telephone consultation with Dr. Blair focusing on how to improve weak areas of your practice.

Attendees say...

"If I had attended this workshop sooner, I probably would have been able to retire 5-10 years earlier than I had planned. Dr. Blair and his staff taught me more in one day than I learned in nine years."

Dr. Dave Thorfinnson

"In attending Dr. Blair's Profits Plus+ Program, I learned to look at my practice with new focus, while increasing my bottom line by \$10,000 per month! The course is well named, I gained profits plus knowledge!"

Dr. Linda Zimmerman

"I am excited about the future of my practice for the first time in years. The program opened my eyes to many parameters of my practice that I can improve, like salaries, hygiene, and the building."

Dr. Steve Wessels

ANOTHER AMAZING **NEW** PRACTICE RESOURCE, AVAILABLE **NOW** FROM CHARLES BLAIR, DDS...

CODING WITH CONFIDENCE: The “Go To” Dental Insurance Guide CDT-2009/2010 Edition.

Dramatically Cut Coding Errors and Boost Legitimate Reimbursement

Yes, now you can! Predict coding errors BEFORE they occur... and easily get a 10,000% return on your investment.

Coding with Confidence: The “Go To” Dental Insurance Guide CDT-2009/2010 Edition, is a road map through the coding jungle, and an expert’s advice and guidance on how to get legitimately reimbursed for what you do. It’s exactly what the doctor ordered.

At just \$99.95, this manual can pay for itself *the very first time you use it*.

Think about it. If **Coding with Confidence** helps you correctly code just an additional \$50 per day, that could easily translate into an additional \$10,000 per year in legitimate revenue...

... a 10,000% return on your investment!

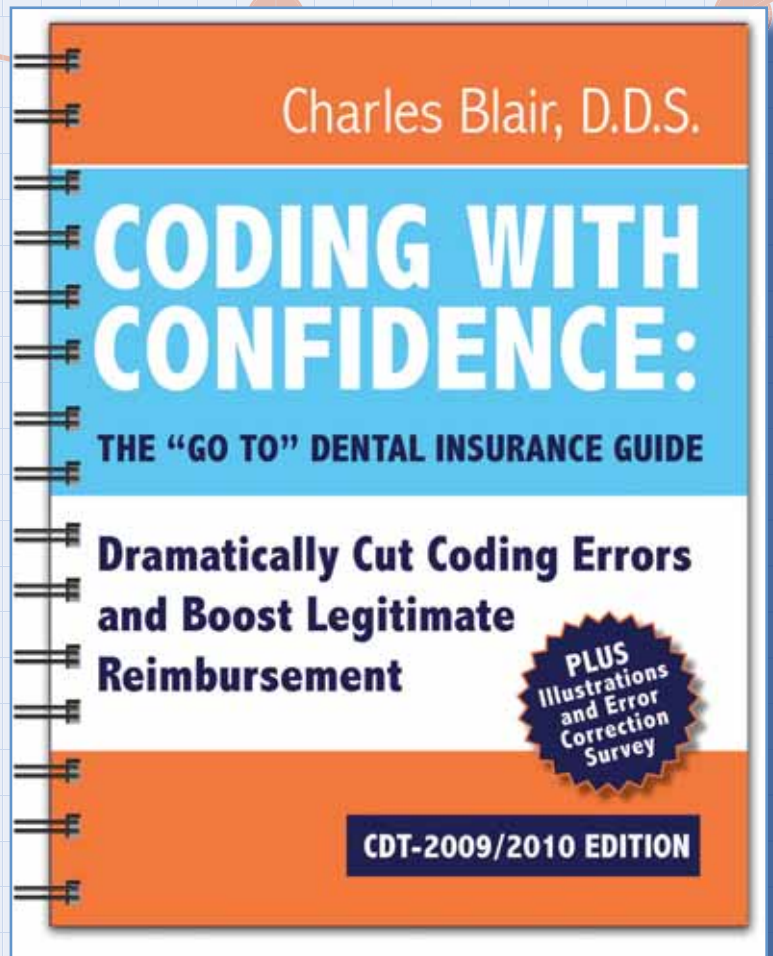
Coding with Confidence was written specifically to **predict**, and therefore **prevent**, typical coding errors, misuse and common coding mistakes.





A WAY TO PREDICT ERRORS BEFORE YOU MAKE THEM!

- **Coding With Confidence: The “Go-To” Dental Insurance Guide CDT-2009/2010 Edition**, is a *unique* reference guidebook that goes beyond the typical “list and describe” coding handbook.
- PREDICTIVE ERROR CORRECTION™ technology helps predict common coding errors *before they occur!*
- The manual also provides expert assistance to practice staff to keep up with the frequent changes, revisions and deletions in the CDT codes, now mandated every other year.

Even better, **Coding with Confidence** provides information in easy-to-read and understandable language, in these learning system legend categories:

Reader-friendly graphics allow staff to instantly recognize and understand detailed and specific information to ensure you know what to look out for with hundreds of different CDT codes.



 <p>A potentially very serious misuse of the code.</p>	 <p>A common reporting misuse of the code.</p>	 <p>A “match” for an associated or complimentary code.</p>	<p>COMMENTS/ LIMITATIONS</p> <p>Advice, comments, limitations and information about the code.</p>	<p>TIP/ NARRATIVE</p> <p>Specific direction for reporting the code for best-case benefit coverage.</p>	 <p>A photograph of an appliance or restoration.</p>
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Imagine the depth of knowledge available to you and your staff on hundreds of codes for an introductory price of just \$99.95.

Think about it... what else can you buy that will pay for itself over and over and over again? (Remember, this investment can easily create a 10,000% ROI !!)

At just **\$99.95** each the cost is a small price to pay for a resource with such a positive impact on the bottom line. It's an investment you truly cannot afford to pass up.

BUY ONE FOR EVERY REFERRING DOCTOR! THEY WILL LOVE IT!

This is a reference guide that will benefit every referring office. (Bottom line: it's just really great and useful information.)

AND FINALLY...

HERE'S SOME OF THE OTHER GREAT INFORMATION YOU'LL GET IN CODING WITH CONFIDENCE: THE "GO TO" DENTAL INSURANCE GUIDE CDT-2009/2010 EDITION:

- Narrative Tips
- Coding Quiz for Dentist and Staff
- Dental Code Match System
- Five Easy Steps to Clean Up Your Coding and Reduce Coding Errors
- Surviving an Audit: The Importance of Good Records and Documentation
- The "F" (Fraud) Word - Yes, Lightning Can Strike!
- Why the Insurance Companies "March to a Different Drummer"
- The Importance of Using Current CDT Codes and Updating Every Two Years.

And there's more!
Coding with Confidence covers many other topics that are vital to your practice as well, including:

- What insurance companies don't want you to know – and why.
- 5 easy steps to 'clean up' your coding and reduce errors!
- Helpful illustrations and graphics.
- How to spot, and stop, common fraudulent practices.

Three easy ways to order today!

Call 866.858.7596 (toll free) **or** 704.827.6295 • **Fax** 704.822.3142 • **Email:** info@drcharlesblair.com

NAME: EMAIL:

MAILING ADDRESS:

..... SPECIALTY:

CITY/STATE/ZIP

TEL: FAX:

NAME ON CARD: VISA ___ MC ___ AMEX ___ DINERS ___ DISCOVER ___

CARD NO. EXP DATE: SIGNATURE:

1-9 Manuals: \$99.95 each plus \$10 each S/H • **Quantity Pricing:** Call 866.858.7596 or email info@drcharlesblair.com

Qty	Price ea.	Subtotal	Applicable sales tax for NC deliveries only.	Subtotal	S/H \$10 ea.	Total

Check enclosed in the amount of \$ _____ payable to Dr. Charles Blair & Associates, Inc.

Mail with your payment to: Dr. Charles Blair & Associates, Inc., 547 Highland Street, Mt. Holly, NC 28120

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. He holds degrees in Accounting, Business Administration, Mathematics and Dental Surgery. Dr. Blair is the developer of PracticeBooster®, dentistry's Clinical Treatment Intensifier. Dr. Blair is a Contributing Editor for Dental Economics magazine. He is located in Mount Holly, North Carolina.

Long Introduction

Dr. Charles Blair is a contributing editor for DENTAL ECONOMICS magazine, and a former practicing dentist who provides consulting services to the dental industry on a full-time basis through Dr. Charles Blair & Associates, Inc. in Mount Holly, North Carolina. A graduate of Erskine College, he earned his Doctorate at the University of North Carolina at Chapel Hill. Dr. Blair also holds degrees in Accounting, Business Administration, Mathematics, and Dental Surgery. He has individually consulted with thousands of practices.

A widely-read and highly-respected author, Dr. Blair has written the "E-Z Tax Cookbook, Employing Family Members in Your Practice: A Tax Bonanza!", co-authored "Marketing for the Dental Practice" and his latest publication "Coding with Confidence: The "Go To" Dental Insurance Guide". In addition, he has published numerous articles in various dental magazines, and 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 expertise make him uniquely qualified to share his wealth of knowledge with the dental profession. Dr. Blair is the developer of PracticeBooster®, dentistry's Clinical Treatment Intensifier.

His presentations have included programs at 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 Meetings
- Alabama Dental Association
- 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
- State AGD Meetings
- ADCPA Meeting

Dr. Charles Blair & Associates, Inc.

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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: Hygiene Economics (2-3 HOURS)

How is the Hygiene Department analyzed? What should the dentist "ask" when a potential new member of your hygiene staff is sitting in front of you? What should the hygienist "ask" the dentist in an employment interview?

Key topics in this information-packed session include:

- "Total" Compensation Calculation
- Hygiene Production Issues
- Service Mix History or Expectations
- Bonus Systems – How and Why
- Clinical Work Load Evaluation
- "Efficiency Concepts:" A guide for making your hygiene department more efficient and productive

Employment interview checklists for dentist and hygienist are included. Come away informed and enlightened, with new strategies for making the dentist-hygiene relationship (historically a challenging one!) win-win.

Who Should Attend: Hygienists, Dentists, New Dentists, 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® for the GP (2-4 HOURS)

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

- The Economics of Orthodontics for GPs
- Reimbursement Issues – A new ball game for GPs!
- 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" (LUNCH HOUR)

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

- Should I open "cold start" or buy a 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 9: New Dentist Program: "Start Smart/Stay Smart" (2-3 HOURS)

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

- Are you deciding between a "cold start" and 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 10: "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

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

RELATED SERVICES

Are you in need of the following services?

Dr. Charles Blair is privileged to work with a wide variety of dental industry experts and consultants, who can advise and assist on a broad range of practice needs.

For instance, could your practice use:

- **A CPA**, to help with short- and long-term financial planning and tax preparation?
- **Advice on dental practice acquisitions and transitions**, to help guide you through what is often a complex and confusing process?
- **A Practice Management Consultant**, to help you learn how to improve your skills as a dentist/business owner?

- **Help for a cold start**, including choosing the right advisors, setting your fees properly, hiring and labor cost issues?

- **A Hygiene Consultant** to help you ensure your hygiene department - a practice profit center - is running as smoothly and efficiently as it should?
- **Help in evaluating new technology** - so you can make informed decisions about the why, what and where of investing in new equipment and technology?

As a clinician, the list of things you do well is long. But you can't do it all! If you could use advice or assistance in any of these areas, please contact Dr. Blair's office at info@drcharlesblair.com