

Building a
**PROFITABLE
PRACTICE**

Sponsored By

 **HENRY SCHEIN®**

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HSD1237

Building a
**PROFITABLE
PRACTICE**

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



In States Where
Applicable

Friday, May 22, 2015
**SHERATON MUSIC
CITY HOTEL**

777 McGavock Pike
Nashville, TN 37214



 **HENRY SCHEIN®**
DENTAL



SESSION #1

8:30am-12pm

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

1pm-3:30pm

Avoiding Coding Errors

with Dr. Charles Blair

Coding errors are predictable in today's dental practice. Learn the top coding errors and how not to make them! 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 and even PPO strategies will be discussed. Stop leaving money on the table, as PPOs dominate the marketplace – a tipping point!

In this session, you will learn:

- About the future of dentistry.
- To **counter corporate dentistry with the traditional practice**
- **How PPOs work**, when to join, and how write-offs can be minimized
- Predictive error correction, how to **avoid typical coding errors**
- Co-pay forgiveness, discounting, multiple fees, NPI numbers, etc.
- How to handle patient gifts and how to evaluate and deal with PPOs

Dr. Charles Blair is dentistry's leading authority on practice profitability, fee analysis, insurance coding strategies and strategic planning. 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 makes him uniquely qualified to share his wealth of knowledge with the dental profession. He holds degrees in Accounting, Business Administration, Mathematics and Dental Surgery.

Friday, May 22, 2015

SHERATON MUSIC CITY HOTEL

777 McGavock Pike

Nashville, TN 37214

(615) 885-2200

Registration 7:30–8:30am

Seminar 8:30am–3:30pm

Continental breakfast and lunch provided

\$179 Doctors

\$129 Staff

REGISTER TODAY!

Please register online at

<http://hnrsc.hn/BPP3497>

For questions or to register by phone, please contact **Robin Silovich** at

(615) 360-3141

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. A full refund will be issued if contact prior to 14 days in advance or for any emergency situations.

The federal government imposes certain restrictions on, and pursuant to the Sunshine Act requires public reporting of, transfers of value to a practitioner. This includes 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.

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