



Steps to Take for a Successful Transition

3 CE Credits

9:00am-12:00pm

At any stage in your career, it's never too early to have a transition plan and an exit strategy. If you are early in your career you may be planning for an associate. You want to be sure your family would know what to do if something affected your ability to practice dentistry. You need to know what your practice is worth. Proactive planning is a key ingredient to transition planning. Do you have the financial resources you need for a successful retirement? What enhancements will increase the value of your practice? This program will give you a solid foundation of what you will need to do to prepare your practice for transition. Don't miss this opportunity to start planning your future and maximizing the value of your practice.

Course Objectives:

- Exploring various transition options
- Planning for an Associate
- Is a Buy-In/Buy-Out a good transition option?
- Practice Valuations and influential factors
- Practice values from the lender's perspective
- Financial Planning and transitioning

Joe McManus

Dr. McManus was in private practice for over 25 years and is now a consultant for Henry Schein Professional Practice Transitions. In addition, he serves as an Associate Clinical Professor of Dental Medicine at Columbia University College of Dental Medicine and as the Director of Practice Management. He also served as Senior Vice President of the Division of Dental Practice/Professional Affairs for the ADA. With a dental degree from the University of Pennsylvania and four masters' degrees, Dr. McManus has lectured at many dental schools



Effective PPO Management

2 CE Credits

1:30pm-3:30pm

Learn how to handle fee negotiations, credentialing, contract optimization, and insurance billing issues in order to increase practice revenue and patient focus.

You will learn:

- How to understand the nature of the PPO market
- The history of marketplace, current players, and dental panels
- How to establish a strong negotiating position
- How to understand your current fees, utilization and delivery costs
- How to build an effective market position
- Diversification of patient flow and understanding patient source
- How to submit claims effectively
- Impact on industry of improper claims submittal
- About proper coding and narratives
- How to utilize services provided by Unitas Dental
- Insurance contract management
- How to improve strength of your staff through effective outsourcing
- About broad market knowledge
- About time and cost reduction through shared expertise

Mike Alder

Mike Alder is President of Unitas Dental. He received his degree from the University of Utah while studying to enter dental school. However, after graduation he accepted a full-time position at a small, struggling medical device manufacturing company where he had been working part-time. He subsequently purchased the business and grew it over the next 25 years. When one of his sons entered dental school, Mike decided he wanted to understand the dental industry much better, hoping to bring his business background to bear in a practice his son would eventually own. While delving into learning about the industry, he became intrigued by the relationship between the dental provider and the dental PPO insurance companies. He was familiar with the insurance world as he maintained responsibility himself over medical and dental benefits for his medical company. In 2011, Mike started Unitas Dental: An Affordable Outsourced Solution for Managing PPO Contracts.



How to Negotiate or Renegotiate the Terms and Rental Rates in Your Dental Office Lease

2 CE Credits

11:00am-1:00pm



If you are buying/building a practice, have a lease that is coming up for renewal or is expiring in 24 months or less, or are nearing retirement and would like to understand how the lease impacts the sale and valuation of your practice, then you must attend this CE event!

Topics Covered:

Opening a New Practice

- Buying vs. Leasing: How to determine ROI on your real estate investment
- The key steps to opening a practice and negotiating a risk-free lease agreement

Office Lease Renewals

- How and when to start negotiations with your landlord.
- Identifying expensive lease traps, and how to negotiate the best rental rates and terms during your renewal.

Selling your Practice/Transitioning

- How the lease agreement can make or break the sale of your practice.
- Increasing practice value with a well-structured and negotiated lease agreement.

Cost-Savings Strategies

- How to determine if you're overpaying in rent.
- Understand if your Common Area Maintenance (CAM) charges are accurate.

Jared Topper

Jared is with the firm Cirrus Consulting Group, a company devoted to providing superior dental office lease negotiation and review services to dental practitioners across North America. With extensive experience in commercial real estate, Jared is considered an expert in advising dentists on how to best set up, negotiate, and manage the dental office lease. Throughout his career, Jared has taught hundreds of dentists how to leverage their office leases to maximize the value of their practices.



In-Office Equipment Repairs and Maintenance with Henry Schein Dental

3 CE Credits

1:00pm-4:00pm

This course is designed to train doctors and staff on the maintenance of dental equipment that can be performed daily and weekly to reduce the need for service calls and prolong the life of the equipment.

Henry Schein Service

The fast, reliable, on-site equipment and technical service from a name you can trust. Our manufacturer-trained technicians deliver personalized, local service and are familiar with all of your dental equipment and special requirements.



Join us!

Come join us for a full day of CE seminars and meet our vendor partners. Discover the latest trends in dentistry and tips from nationally recognized Key Opinion Leaders in maximizing efficiency and profitability all while providing the best patient care. The Henry Schein Fall Festival will be a special time to reinvigorate your practice. It represents a celebration of incredible advancements in modern dentistry. We look forward to seeing you there!

-Your Chicago Henry Schein Dental Team

Exclusive Vendor Promotions

Inventory Liquidation Sale

20% off Early Bird Registration

SEPTEMBER 29, 2017

Doubletree Suites Hilton Conference Center

2111 Butterfield Rd., Downers Grove, IL 60515

Registration Time: 8:00am

Seminar Time: 8:30am-4:00pm

Registration Fees: \$199 for Doctor, \$99 for Team Members
20% off Early Bird Registration by June 30, 2017

Fee includes breakfast, lunch, CE seminars, vendor fair, and Parking!

TO REGISTER:

Email: erica.mancuso@henryschein.com

Phone: Erica Mancuso 630-516-3481 Ext. 240-4176

Online: <http://hnrisc.hn/FFST6055>

Please be sure to choose which CE Seminar(s) you would like to attend at the time of registration. Seminars with multiple times listed have a choice between a morning or afternoon session.

ADA CERP®

Continuing Education Recognition Program

Henry Schein Dental is an ADA CERP Recognized Provider. ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry. Henry Schein Dental designates this activity for the specified amount of continuing education credits.

The federal government imposes certain restrictions on, and pursuant to the Sunshine Act requires public reporting of, transfers of value to a practitioner. Participation in this event may qualify as a reportable transfer of value under the Sunshine Act provisions of the Patient Protection and Affordable Care Act. Your Henry Schein representative can advise you of the reportable amount. © 2016 Henry Schein, Inc. No copying without permission. Not responsible for typographical errors. 17DF6055



SEPTEMBER 29, 2017 • CHICAGO, IL
DOUBLETREE-HILTON CONFERENCE CENTER DOWNERS GROVE



Stay Out of Jail: Avoid Coding Errors and Excel in Insurance Administration

3 CE Credits

8:30am-11:30am & 12:30pm-3:30pm

Is your practice losing income due to coding errors and improper filing of insurance claims? Would you like to increase cash flow immediately by learning how to do it right?

Spend a day with Dr. Charles Blair, dentistry's leading authority on insurance coding strategies, and learn about the top coding errors and how to prevent them. You will receive new and valuable information on some of the "hot" sections of the CDT code that will help you identify and fix common coding problems that lurk in your practice. In addition, you will receive essential tools to properly file dental insurance claims and calculate primary and secondary insurance receipts. Most practices can expect legitimate new increases in cash flow immediately by learning how to do it right. You will leave this program with key strategies to implement in your practice that can save time, prevent hassles, and keep you out of jail!

Course Objectives:

- Identify common problems such as: coding errors, clinical protocol issues, potentially fraudulent activities, and insurance administration issues
- Through predictive error correction, how to avoid typical coding errors
- Gain knowledge into co-pay forgiveness, discounting, multiple fees, NPI numbers, etc.
- How to handle patient gifts, evaluate and deal with PPOs

Who Should Attend:

Dentists and dental team members who want to obtain the most current information on dental codes and submitting dental claims in order to reduce claim denials and reimbursement delays

Charles Blair

Dr. Charles Blair is the dentistry's leading authority on insurance coding strategies, fee positioning, and strategic planning. He has individually consulted with thousands of practices, helping them identify and implement new strategies for increasing legitimate reimbursement. He offers several publications: Coding with Confidence, Administration with Confidence, Diagnostic Coding for Dental Claim Submission, Medical Dental Cross Coding with Confidence, and the Insurance Solutions Newsletter. He also founded www.practicebooster.com, which optimizes insurance administration and aids in reimbursement. He holds degrees in Accounting, Business Administration, Mathematics and Dental Surgery.



Master the Metrics that Matter: Understand, Trust, and Improve Your Practice's Most Important Numbers

3 CE Credits

8:30am-11:30am

What are the most important numbers, or key performance indicators (KPIs), to track on a daily, weekly, and monthly basis? Once you have identified the KPIs, what can you do to improve them? Have you ever looked at a report and not trusted the numbers, or been unable to understand what the numbers are telling you? If so, this course is for you! You will learn what KPIs are critical to the success of your practice and how to use the tools in Dentrix correctly so that you not only understand the key metrics of your practice—you trust them.

In this course, you will learn how to:

- Identify which KPIs are the most important to track
- Analyze practice data and identify strengths, weaknesses, and opportunities for improvement
- Set achievable profitability goals and track KPIs using your Dentrix Practice Advisor Report
- Use the Dentrix Daily Huddle Report to help you hold effective daily huddles that can positively impact your KPIs
- Accurately define and increase your active patient base
- Use the tools in Dentrix correctly to ensure you can trust your numbers
- Increase your practice's profitability and your team's accountability

50 Things You Didn't Know Dentrix Could Do

12:30pm-3:30pm

This software training course will show you 50 different Dentrix features that most users don't use—but should! Learn from a Dentrix expert who will demonstrate powerful shortcuts and features that you might not be aware of in the software, including how to:

- Show patients' preferred names in the Appointment Book
- Customize continuing care intervals for individual patients
- Customize medical alert notes
- Automate Document Center file acquisition
- View insurance benefit information directly from the Treatment Planner
- Automatically send a copy of billing statements to the patient's Document Center
- Print care instructions with Walkout Statements
- Find unsubmitted claims
- Automatically create a secondary claim when the primary is received
- Refresh Dentrix reports for real-time information

Dentrix users of all ability levels are welcome to attend.

Jeri Sorenson

Jeri Sorenson is a Henry Schein Practice Solutions Representative. She has over 30 years of experience working in the dental industry, including being a dental assistant, continuing care coordinator, business administrator, software trainer, and practice management consultant. She has a passion for Dentrix and its ability to help offices increase their efficiency, be as paperless as they want to be, and grow their business by utilizing the intuitive analysis tools within the software. She has accumulated a wealth of industry and product specific knowledge over the years and brings that experience to her presentations.



Building a Profitable Practice

9:00am-12:00pm & 1:00pm-4:00pm

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 over 80% 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

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 6 years as a Regional Manager and 12 years as a Field Sales Consultant.

Vanessa Buchheit

Vanessa Buchheit has 16 years of experience in the dental field. After success as an office manager/treatment coordinator, Vanessa joined Henry Schein as a practice development coach. Using her real world professional experience coupled with her mastery of the business and attention to detail, she has the ability to identify areas for growth and implement winning systems and strategies. She now provides coaching and systems implementation with a hands-on approach that increases production and reduces stress.



Double your Production Tomorrow

9:00am-12:00pm & 1:00pm-4:00pm

Presented by Wendy Briggs, Hygiene Diamonds can help you transform your hygiene department into a productive part of your practice. A profitable hygiene center is essential to practice growth.

Many successful dental professionals have incorporated the Hygiene Diamonds structure and seen incredible results, a minimum of 70% growth in hygiene in just the first three months!

The Hygiene Diamonds course provides the following:

- The SECRET to serving PPO patients without losing money
- The foolproof way to fill holes in your schedule
- How to maximize the 3 Critical roles of hygiene and why neglecting these roles is costing you over a hundred thousand dollars a year
- Three simple ways to increase service to your patients, and increase hygiene production by \$100,000 in the next 12 months
- Why now...more than ever...you MUST have FOOLPROOF way to give patients what they want or they will simply choose another Dentist
- A simple trick that enables you to add 30% to your daily production
- The BIGGEST mistake doctors make when trying to implement same-day dentistry in their practice and how you can easily avoid this!
- The 9 words to ensure immediate acceptance of your treatment plan

Wendy Briggs

Wendy Briggs, RDH is a top producer within the field of clinical hygiene. She has coached countless other hygienists to do the same. As a consultant and speaker she has successfully worked with practices internationally as well as some of the largest organizations in the United States. She shares real-world solutions to common hygiene headaches.



Grow Your Practice with Dental Sleep Medicine

3 CE Credits

8:30am-11:30am



Course Description:

- Screening for Obstructive Sleep Apnea in the Dental Practice
- How Does Oral Appliance Therapy Help Treat Obstructive Sleep Apnea?
- Oral Appliance Designs and Fabrication
- Documentation, Medical Billing, and Reimbursement for the Dental Practice
- Marketing Your Dental Sleep Medicine Practice
- Communicating with Physicians and Sleep Laboratories

You will learn:

- How to Build and Maintain a Solid Dental Sleep Medicine Practice
- How to Select an Oral Appliance
- How to Communicate with Physicians
- How to Bill Medical Insurance and Get Paid

Rob Suter

Rob Suter has over 11 years of respiratory, CAD/CAM dental, CBCT, home sleep testing, and sleep experience. He is currently the VP of Sales for OSA University, an online education program that trains dental offices on how to implement or grow treatment for obstructive sleep apnea in their practices. Rob has previously worked for ResMed as the first Regional Manager, leading the North America Dental Sleep division.



Compete and Thrive in the Age of Corporate Dentistry

2 CE Credits

8:30am-10:30am

This Dental Branding seminar is intended to help you understand the correct way to market your practice to compete and succeed in the current and ever-changing environment.

Course Objectives:

- **Change** the way you think about marketing
- **Shift** the incorrect marketing paradigm from that of a "diet pill" short-term approach to a comprehensive, strategic, and long-term approach
- **Compete and grow** your practice in today's dental environment
- **Control perceptions** correctly to control the quality and quantity of your patient base
- **Utilize the best tools** to accomplish your growth goals

Douglas Slighting

As founder and CEO of Dental Branding, Doug's singular vision is to help dentists thrive in today's evolving dental industry by focusing on long-term, strategic practice marketing. His company, Dental Branding, is the antidote to status quo dental marketing, which has failed the dental industry. He believes in creating and controlling perceptions to attract a better quantity and quality of patient. He believes in correctly executing efficient and effective marketing systems to ensure the maximum return on investment in a way that is sustainable and predictable. In short, his method is different than how you are currently marketing your practice and that is a good thing.