

Building a Profitable Practice

Tips and Techniques to Improve Your Practice & Proactive Marketing is the Answer

forwardbyhenryschein.com

Forward by
HENRY SCHEIN®

Henry Schein, Inc.
135 Duryea Road, Melville, NY 11747

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In States Where
Applicable

 **Friday, April 27, 2018**
at Henry Schein Center
501 W. Lake Street, Suite 108
Elmhurst, IL 60126



Session #1

Tips and Techniques to Improve Your Practice

Vanessa Buchheit, 360 Practice Development

Session #2

Proactive Marketing is the Answer

Douglas Slighting, Dental Branding

Session #1

9:00 AM - 12:00 PM

Tips and Techniques to Improve Your Practice

with Vanessa Buchheit - 360 Practice Development

Dental practice owners are under greater financial pressure than ever before. Lower reimbursements, fewer new patients or patients covered by insurance, as well as the current economic climate make for challenging times. With over 80% of all dental plans sold being PPOs, it's tempting to participate in multiple plans. We typically see a 20-30% discount from a doctor's full fee schedule after participating in these plans, which is directly correlated to the next concerns; increasing overhead and decreasing profitability!



You'll learn how to:

- Strategies for practice growth and effectively marketing 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

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



Session #2

1:00 PM - 4:00 PM

Proactive Marketing is the Answer

with Douglas Sligting, Dental Branding

Today's dental industry is changing. An increased reliance on PPO's has resulted in reduced collections for the average practice. This decline in profitability and cash-flow has created an environment where many dentists are now willing to sell their practice and join the ever-growing corporate collective. In this new reality, dentists must see their marketing differently in order to survive as we move into the future. This seminar will focus on how to compete and thrive in this new dental economy by implementing strategic, comprehensive and sound marketing processes into your practice.

Douglas Sligting is the founder and CEO of Dental Branding who's singular vision is to help dentists thrive in today's evolving dental industry by focusing on long-term, strategic practice marketing. His company is the antidote to status quo dental marketing, which has failed the dental industry. 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're currently marketing your practice, and that's a good thing.



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Registration:

8:30 AM - 9:00 AM

Seminar:

9:00 AM - 4:00 PM

Doctors and Staff:
\$129

Registration online at:

<http://hnrisc.hn/BPP7186>

(Link is case-sensitive.)

For questions or more information, call
(630) 516-3481

or email

HSDChicagoCenter@
henryschein.com

Complimentary Breakfast and Lunch will be served.

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