



Dentists dedicate years in dental school learning how to be great dentists, however little time and education is devoted to the **BUSINESS** of dentistry. They must then learn how to grow their business, market themselves, create business systems that work, manage a team and increase their income. Many dentists find themselves working long hours while dealing with team challenges, treatment plan presentation and hundreds of other business management issues. All of this while continuing to treat patients each and every day.

Rick's **Business 101 for the Dental Office** course teaches the basics of accounting, marketing, HR, team building, management techniques, and many other dental business topics in this interactive, fun course designed for dentists, front desk staff and office managers.

*Dental offices are equal parts practice and business,
are you spending enough time working on your business instead of IN it?*

COVERAGE OF THESE TOPICS AND MORE!

- Key metrics that every dental office needs to monitor for success
- How to read all those reports and what they actually mean
- Goal setting and attainment
- How to properly set up your P&L (accounting software)
- The secrets to creating and managing a high producing, cohesive team
- The difference between internal and external marketing and creating effective marketing plans
- Creating measurable systems in your office for recalls, follow up, case presentation and more

SUGGESTED FORMAT:
Full or Partial-Day,
Keynote, Workshop

SUGGESTED AUDIENCE:
Dentist and Team
Members

COURSE OBJECTIVES:

- Identify how to evaluate operating procedures (systems) to ensure efficiency
- Learn how to create long term, mid-term and short term goals for the office, the team and each individual
- Discern the key metrics in the dental office which are used to measure effectiveness
- Understand the tools and presentation techniques which facilitate increased case acceptance
- Gain tips for refining marketing plans to increase bottom line profits and maximize ROI
- Acquire guidelines for developing the team into a goal-oriented, cohesive, fully supportive group of professionals
- Identify opportunities for improvement within your scheduling systems

Take the learning deeper! See add-on topics on following pages →



RICK GAROFOLO

Earn CE Credit while you learn!

Rick@PracticeMechanic.com | 484-948-3997 | www.RickGarofolo.com

Take the Learning Deeper! Add one or more of the following areas of focus:

MONITORING KEY PERFORMANCE INDICATORS IN YOUR DENTAL OFFICE

Dental offices have ignored Key Performance Indicators (KPI's) for years while other industries have proven that monitoring indicators can judge performance, identify areas in which your business can improve, and have a significant effect on the business' bottom line. We will examine 40 Key Performance Indicators that every dental office should review daily, weekly or on a monthly basis and share the easiest way to calculate these numbers using the reports that your software will generate for you. Gain a greater understanding of the business of dentistry in this interactive session. Participants also receive a simple spreadsheet to track overhead percentages quickly and easily, and email support to answer questions.

COURSE OBJECTIVES:

- Identify the Key Performance Indicators in your practice
- Learn how to calculate KPI's and which should be examined daily, weekly, and monthly
- Identify areas of improvement within your practice to create a cohesive and effective team
- Analyze your TRUE net new patient number - not just new patients coming in
- Create simple processes for tracking and monitoring all KPI's in your dental practice



CREATING A PROFITABLE HYGIENE DEPARTMENT

Your hygiene department can not only create additional profit, but can also help you to increase case acceptance, maintain a proper patient flow and even generate new patients with a proper referral program. Learn which procedures can be added to your hygienists schedule to increase average billing per visit. Discover how to operate on a shorter recall schedule without compromising clinical results. Identify the proper way to treatment plan and present periodontal treatment. Define the KPIs that should be measured. Pinpoint the specific roles and responsibilities for your hygiene department.

COURSE OBJECTIVES:

- Evaluate KPIs from your practice to determine strengths and areas for improvement
- Create systems to increase case acceptance for recall visits, periodontal treatment and restorative care
- Build referral programs that actually work to generate new patient referrals from your existing patients
- Create time management systems that decrease clinical time without lowering clinical outcomes
- Explore the tools that each hygienist needs in order to create a profitable growth environment



BUSINESS SYSTEMS FOR YOUR DENTAL OFFICE

By creating simple systems for each department within your office, you are not only letting the team know the goal, but also what each person can and must do in order to help the office hit its goals. We will discuss recall systems, collection systems, reactivation systems, unscheduled treatment systems, hygiene systems, soft tissue management systems (Periodontal Treatment) scheduling systems and many others that will act as a guide for your team. We discuss the creation of "BUS books" for each position in the office so you know no matter who is there, or isn't, the work will get done.

COURSE OBJECTIVES:

- Develop systems and strategies for each department in your office
- Create systems for the front desk team to increase case acceptance and reduce missed appointments
- Create a Periodontal Treatment system that your team can get behind
- Learn what a BUS book is and why they are important for EVERY position in your office
- Understand the difference between goal setting and goal attainment



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SELL IS NOT A 4-LETTER WORD

Sometimes patients reject treatment, fail to schedule appointments, and “no show” for their appointments because we have not done our job educating them on the importance of excellent oral health. It is our job to ensure that the patient understands not only what they need, but why they need it and what could happen if they DON'T get it. Selling doesn't have to be a bad thing, conjuring memories of used car salesmen in cheap suits. There are times when it is our job to help our patients get out of their own way, and we do this by selling dentistry. This doesn't mean we have to adopt a completely “corporate” model of sales in our offices, but by adding a few techniques borrowed from the top salespeople in the world, and adapting them to fit into our office, we can increase case acceptance, reduce no shows and help our patients WANT the dental care that they need.

COURSE OBJECTIVES:

- Understand the difference between selling and the hard sell
- Create upfront contracts that your team uses to set clear expectations with patients
- Understand why patients accept or reject treatment and discuss ways that we can influence that decision without seeming “salesy”
- Understand why listening is more important than talking in any sales situation
- Develop a sales system for your office that will increase case acceptance and patient education



DRIVING YOUR DENTAL BUSINESS

Based on Rick's latest book, *Driving Your Dental Business: 16 Business Lessons I Learned Teaching My Daughter to Drive*, this course shows us that running a business can be even more stressful than teaching our children to drive. However, if done correctly, it can be a rewarding process full of excitement and newfound freedom. Are you looking at your business's dashboard? Have you ever wondered why the windshield is so big and the rear-view mirrors so small? Are you using your turn signals or are you “that guy”? Mixed with real life stories told by the person who survived 80 hours behind the wheel with a teenager, this class will make you laugh, cry and learn.

COURSE OBJECTIVES:

- Gain tips for refining marketing plans to increase bottom line profits and maximize ROI
- Understand the psychology behind case acceptance
- Discern the metrics in your business that we use to measure effectiveness and value
- Create long term, mid-term, and short term goals for the office, the team and each team member
- Evaluate operating systems to ensure a high level of efficiency



"I can't thank you enough for your incredibly informative seminar! I'm already working to implement much of what you talked about. I'm also telling others to get to your seminars, and will be looking for others to attend personally."

Kent Roby, DMD; New Orleans, LA

"We appreciated the straight forward answers to our questions. Rick was extremely helpful and knowledgeable."

P. Walbom, Office Manager



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