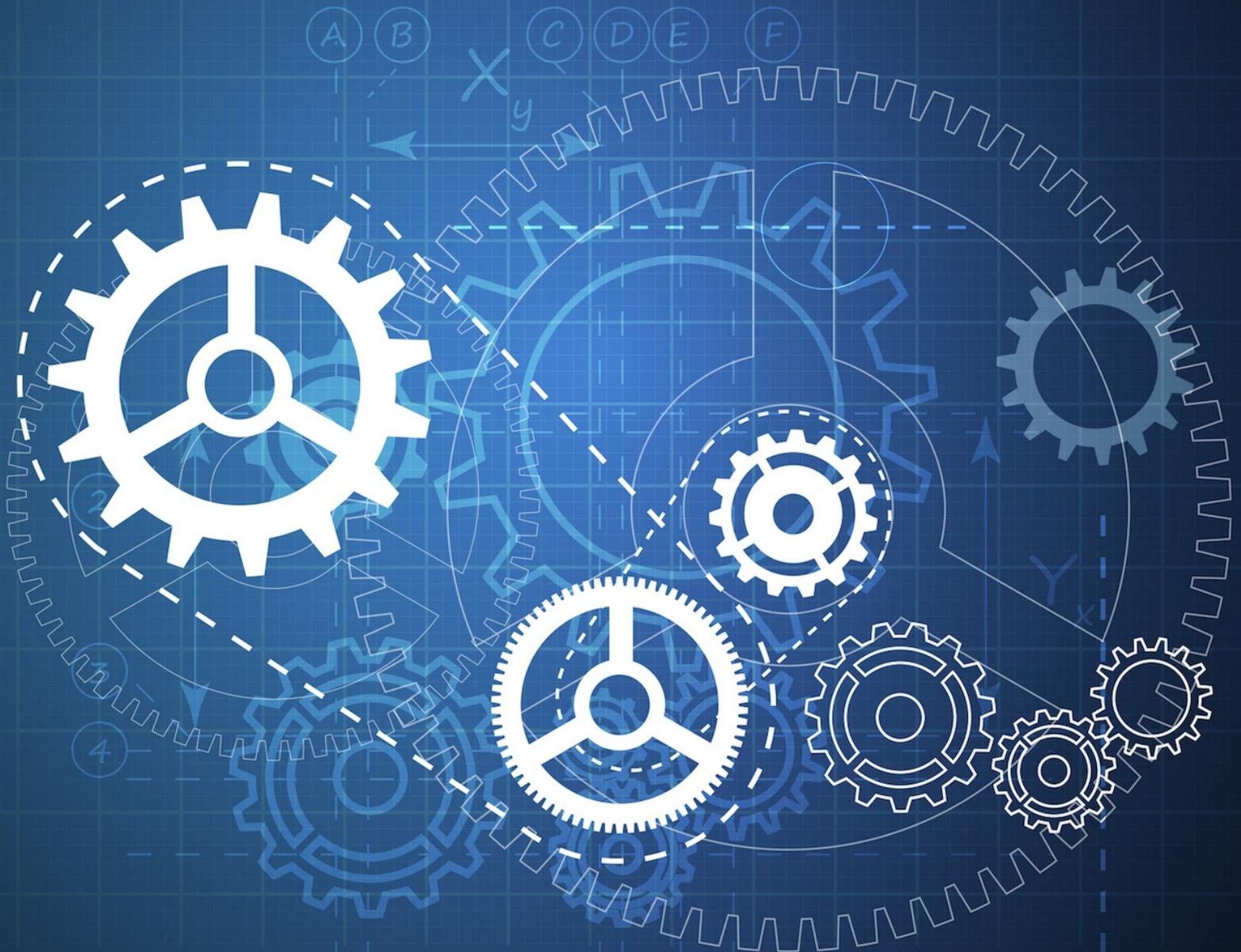




RICK GAROFOLO

PRACTICE MANAGEMENT • COMPLIANCE • RISK MANAGEMENT

— SPEAKER PACKET —



RICK GAROFOLO – CREATING PROFITABLE AND COMPLIANT DENTAL PRACTICES

Implement **HIPAA** systems without breaking the bank.

Learn the **OSHA** requirements that apply to your practice.

Increase profits through proper **billing and coding**.

What you don't know can hurt you. Many dentists and practice managers aren't aware of current OSHA and HIPAA standards or business management techniques and systems. Through his speaking and consulting programs, **Richard Garofolo, II** shares his 20+ years' experience in the management, marketing and growth of dental practices, including OSHA and HIPAA compliance, program creation and staff training.

Knowing what is expected and required of you will increase bottom line profits, create a safe environment for staff and patients and help dentists sleep well at night.

Rick's realistic, informative and inspiring speaking presentations concentrate not just on the requirements, but on how they actually tie in to everyday life in dental offices.



POPULAR PRESENTATIONS

OSHA COMPLIANCE FOR THE DENTAL PRACTICE



In this informative and inspiring course, OSHA-Authorized Outreach Trainer Rick Garofolo breaks out the OSHA requirements that apply specifically to dental offices and how to ensure you are compliant.

HIPAA COMPLIANCE FOR THE DENTAL PRACTICE



You will learn what technical, physical and procedural safeguards must be put into place, and how to put them in place in your busy dental office with the minimum level of headache, still remaining within the rules of reasonable and acceptable.

BILLING AND CODING TO MAXIMIZE PATIENT BENEFIT AND PRACTICE BOTTOM LINE



Learn *immediately implementable*, proper codes and techniques of billing and coding so your office can grow its profits, maximize your patients' insurance benefits and decrease the risk of an insurance audit.

BUSINESS 101 FOR THE DENTAL OFFICE



Learn the basics of accounting, marketing, HR, management techniques and many other dental business topics in this interactive, fun course designed for dentists, front desk staff and office managers.

"Excellent Training! It is so true that you don't know what you don't know. Glad I know now."

Justine W., RDH; Harrisburg, PA



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OSHA COMPLIANCE FOR THE DENTAL PRACTICE



In 2014, nationwide, Federal OSHA performed an inspection every 14 minutes 24/7/365. In 2015, the DOL OSHA budget is calling for Federal and State Inspectors to complete one inspection every 7.5 minutes (24/7/365) or 70,833 inspections.

Are you following OSHA's most recent post-exposure guidelines?
Are you ready to comply with the NEW HazCom Standard?
Will your documentation and hazard controls pass an OSHA Inspection?

Many dentists and practice managers are under the *misconception* that OSHA law does not apply to them because of their size or industry. However, OSHA standards apply to EVERY employer in the United States and there are certain regulations that apply specifically to dentists. Not knowing these standards and regulations can *cost you*. Most importantly, OSHA serves to protect your most valuable resource: *your staff*.

In this informative and inspiring course, OSHA-Authorized Outreach Trainer Rick Garofolo breaks out the OSHA requirements that apply specifically to dental offices and how to ensure you are compliant. Understand *why* OSHA inspects your office and *what* they are looking for, gain an increased understanding of Bloodborne Pathogen and HAZCOM requirements, and much more!

SUGGESTED FORMAT: Full or Partial-Day, Keynote, Workshop • **SUGGESTED AUDIENCE:** Dentist and Team Members

COVERAGE OF THESE TOPICS AND MORE!

- OSHA Inspection Preparation
- NEW HazCom Standard
- Training Tools for HazCom Standard
- Bloodborne Pathogen Standard
- OSHA's General Safety Guidelines
- Access to employee exposure and medical records
- Ergonomics Guidelines
- OSHA Training Requirements
- Fire and Electrical Safety
- Record Keeping
- Workplace Violence Prevention
- Hepatitis B Vaccination Protocol
- State-specific summaries
- Value-Added Materials:
 - HazCom training tools
 - OSHA's Bloodborne Pathogen Compliance Directive
 - Bloodborne Pathogen Standard Interpretations
 - Comprehensive OSHA Checklist

COURSE OBJECTIVES:

- Review guidelines for evaluating your current OSHA Plans and Programs to ensure compliance
- Identify the OSHA standards as they apply to dental offices
- Understand the importance of OSHA and how it applies to your practice
- Learn how to develop an effective and compliant training schedule for your staff
- Identify how to conduct a worksite Hazard and Personal Protective Equipment Assessment
- Acquire knowledge about Bloodborne Pathogens and understand the elements of a written Exposure Control Program

MEETING OSHA REQUIREMENTS CAN BE TRICKY.

OSHA-authorized Outreach Trainer, Rick Garofolo, shares 20+ years of Safety, Compliance and Dental Experience!



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HIPAA COMPLIANCE FOR THE DENTAL PRACTICE

PHASE 1 audit findings showed that **99% of small providers had HIPAA compliance issues.**

These small providers will be the most inspected during Phase 2 audits.

HIPAA Phase II inspections began Feb 1, 2015 – Is YOUR practice compliant?



With criminal convictions and indictments for HIPAA violations on the rise, now is the time to ensure that your dental practice is HIPAA compliant. The Department of Justice has issued a memo stating that management can be held criminally liable for their employees' actions and the FTC is busy investigating all patient complaints.

The Department of Health and Human Services has fined upwards of \$4 million to state agencies, hospitals and small medical and dental practices with the majority of their investigations finding non-compliance.

In today's world of increased HIPAA enforcement you **MUST** comply with the Omnibus (Mega) Rule and the HITECH Act in addition to the Security, Privacy and Breach Notification Rules. Gain the tools and knowledge you need to understand HIPAA and implement the required plans and training immediately.

In this course, Rick Garofolo breaks out HIPAA as it applies to dental offices. You will learn specifically what technical, physical and procedural safeguards must be put into place, and how to put them in place in your busy dental office with the minimum level of aggravation and headache, still remaining within the rules of reasonable and acceptable.

COVERAGE OF THESE TOPICS AND MORE!

- Understanding the Omnibus (Mega) Rule and HITECH Act
- In-office policies that need to be created or updated
- Preventing large fines and self-reporting
- How to *successfully* guard Personal Health Information
- Implementing systems without breaking the bank
- Preparing for an audit or OCR investigation

New 2013 Final Rule Increases Fines
up to \$1,500,000 per violation.

SUGGESTED FORMAT:

Full or Partial-Day,
Keynote, Workshop

SUGGESTED AUDIENCE:

Dentist and Team
Members

COURSE OBJECTIVES:

- Discuss how to conduct a HIPAA-compliant risk analysis
- Review the new HITECH Act and how it changes HIPAA compliance
- Discover how HIPAA and the HITECH Act applies to business associates
- Examine the current status of the Privacy Rule and what requirements must be met
- Identify how to recognize a breach of security and how to respond/minimize exposure
- Understand which breaches must be reported to the DHHS and to your patients
- Discuss the key requirements to avoid HIPAA liability
- Learn how civil and criminal penalties have increased and what the government is doing to increase enforcement efforts



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Are You Prepared for an Insurance Audit?

Insurance companies look for any reason to deny or delay claims.



The number of dental offices being audited by insurance companies grows each year. Did you know that insurance companies can “extrapolate” how many instances of over-billing you may have done without ever stepping foot in your office, resulting in huge financial recoveries from your check book to the insurance company’s?

Dental offices need to be aware of the rules regarding submitting insurance claims, collecting copays and deductibles and what insurance fraud departments are looking for. By billing and coding using proper codes and techniques, your office can grow its profits, maximize your patients’ insurance benefits and decrease the risk of an insurance audit.

Attendees of this course report increased profits, huge savings on claims filing and increased patient satisfaction *immediately* upon completing this course.

COVERAGE OF THESE TOPICS AND MORE!

- Codes that maximize both reimbursement and patients’ benefit
- Billing perio treatment properly
- Methods that eliminate rejected and delayed claim payments
- Cost cutting claims submission tips
- Understanding insurance fraud and how contracts address it
- Techniques for fast payment of appealed claims without a single phone call
- The single phrase that increases patient collections
- How to train your team and patients to understand what dental insurance really is
- What your chart notes have to say in order to remain within the laws and guidelines of proper charting

Legally and ethically increase production and maximize patients’ dental benefits!

SUGGESTED FORMAT: Full or Partial-Day, Keynote, Workshop • **SUGGESTED AUDIENCE:** Dentist and Team Members

COURSE OBJECTIVES:

- Examine the CDT codes that exist for dentists to properly bill many services that they are now doing for free
- Understand the claims process from your submission to payment
- Analyze your current billing techniques and discuss changes that will increase profits
- Learn how to file e-claims in the most affordable manner, many times decreasing costs by over 50%
- Create a correct perio treatment plan for your office that results in higher insurance reimbursement and acceptance
- Implement proven and tested strategies to increase patient collections
- Learn what insurance companies are looking for during an audit and how to protect yourself



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BUSINESS 101 FOR THE DENTAL OFFICE



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 →



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

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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OSHA. HIPAA. Billing and Coding. The issue is **Compliance**.

It's impossible to follow the rules when you don't know what they are.



What you don't know can hurt you. Many dentists and practice managers aren't aware of current OSHA and HIPAA standards or business management techniques and systems. Through his speaking and consulting programs, **Richard Garofolo, II** shares his 20+ years' experience in the management, marketing and growth of dental practices, including OSHA and HIPAA compliance, program creation and staff training. Knowing what is expected and required of you will increase bottom line profits, create a safe environment for staff and patients and help dentists sleep well at night.

As the President and CEO of The Practice Mechanic, Rick has contributed to the business of dentistry through proper accounting techniques, recall and follow up system creation, proper treatment plan presentation and more than 20 other systems.

In his newest book "Driving your Dental Business, 16 Business Lessons I Learned Teaching My Daughter to Drive", Rick shares practice management techniques and methods that he used and still uses to grow dental practices' bottom lines by an average 80% per year all over the country.

Rick's unique experience comes from a combination of years of successful business ownership with advertising agencies, PR firms, publishing companies, multiple magazines, restaurants, bakeries, a chain of barber shops and commercial and residential real estate investments coupled with his years of experience in the dental industry as a consultant and dental business owner.

Rick's realistic, informative and inspiring speaking presentations are in demand nationally and internationally at seminars, dental meetings, and conferences. Rick's presentations concentrate not just on the requirements, but on how they actually tie in to everyday life in dental offices. He has also published hundreds of articles in industry publications nationally.

Working as a practice management and OSHA/HIPAA compliance consultant for dentists, Rick develops site specific plans and business systems for dental offices around the country, including state specific plans. This allows them to concentrate on working **ON** their business instead of working **IN** it, creating increased opportunities for profit and allowing dentists and practice owners to sleep well.

CERTIFICATIONS

OSHA-Authorized Outreach Trainer
Certified HIPAA Professional (CHP)
Certified Security Compliance Specialist (CSCS)

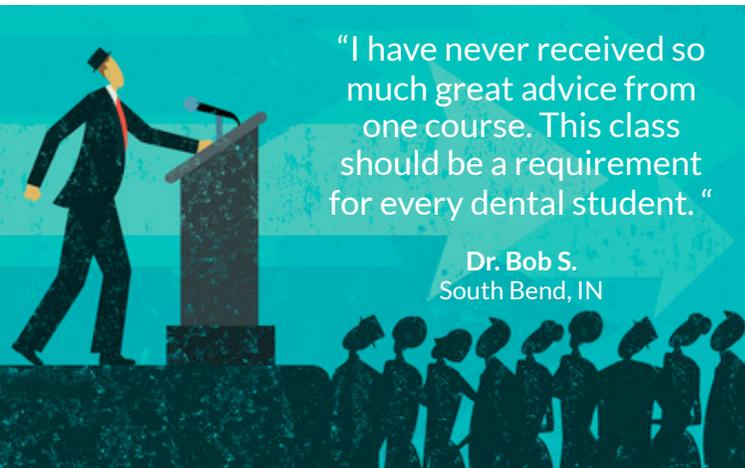
AFFILIATIONS

Past-President, Small Business Chamber of Commerce
Past-President, Spring-Ford Chamber of Commerce
Spring-Ford Area Economic Development Council
Berks County Economic Council
Dental Marketing Advisory Committee
Dental Website Development Council
Ecfirst HIPAA Compliance Council



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“I have never received so much great advice from one course. This class should be a requirement for every dental student.”

Dr. Bob S.
South Bend, IN

“The speaker was funny, informative and entertaining. I am DEFINITELY going to any class he teaches!”

Dr. Stephen S., Baltimore, MD

“This was the most comprehensive, no fluff course that I have ever attended. Please let me know every time you come to town!”

Dr. Stephanie G., Chicago, IL

“Informative, timely and accurate. This course was exactly what I needed and at the perfect time. I will definitely attend more of your courses. Thanks for a great day!”

Dr. Greg R., Seattle, WA

“Your OSHA course was presented on a level much higher than expected. Because you have been trained in the same courses as the OSHA inspectors, you gave the subject the prospective of an OSHA agent. Thanks again for your help and we look forward to attending your upcoming courses.”

Eddie S. Longman DDS; Baltimore, MD

“In the first hour of Rick’s Billing and Coding course I saved ten times what the course cost to take. This was a fantastic course that even a dentist in practice for 38 years can learn from!”

Dr. R.T. Bayley, DDS; West Chester, PA

“My entire staff has been talking about this class for a week now. We had a great time, were entertained and learned more than I ever thought possible. Keep up the great work!”

Dr. Demetrios K.
Chicago, IL

“This training gave us so many great ideas that we put into place immediately! We can’t wait for the next class.”

Michelle S., Columbus, OH

“Excellent Training! It is so true that you don’t know what you don’t know. Glad I know now.”

Justine W., RDH; Harrisburg, PA



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