

Huntsville WORKSHOP: Growing Your Dental Business

Presented by: Penny Reed

Friday, July 15, 2016 - 9:00am to 12:00pm

Location: Oral Arts Laboratories - 2700 South Memorial Parkway, Huntsville, AL 35801

Tuition: \$99 per person

CE: 3 hours

This course is designed for dental business owners, dentists who wish to improve their performance as an associate, and dental team members who work in roles that influence the growth of the practice.

At the end of this course, participants should be able to:

- Identify the critical trends in dentistry as it impacts their dental business (economics of their practice)
- Discover and apply the Five Keys To Growing Their Dental Business
 - o Increase the number of active patients through improved customer service, communication and reactivation efforts
 - o Increase the number of patients that actively participate in the hygiene department (see the hygiene team routinely)
 - o Increase new patients
 - Discover a variety of cost-effective strategies, mostly relationship based
 - Improve the conversion of callers into appointments, therefore increasing new patients without spending additional advertising dollars
 - Find tasteful and intentional ways to increase referrals
 - o Improve Case Acceptance
 - Learn how to involve and coach the patient in getting the dentistry they want
 - Rediscover the value of using the intraoral camera
 - o Increase Efficiency
 - Discover the importance of delegation in today's competitive marketplace
 - Learn how to increase chair hours without adding rooms and equipment
 - Find out where one of the greatest inefficiencies is in your patient schedule

Mrs. Penny Reed has been working with dental business owners and their teams since 1992. Her primary focus is on creating and growing profitable dental practices. She works with clients throughout North America and has been named one of Dentistry Today's Leaders In Consulting every year since 2007.

For more course information and online registration please visit - www.dental.uab.edu

Concerns or complaints about a CE provider may be directed to the provider or to ADA CERP at www.ada.org/goto/cecp.

Refunds: Full refunds are given if written notification is received 7 business days prior to the lecture course and 21 days prior to the hands-on course. No refund will be given for cancellations made less than 7 days prior to the course, but tuition may be applied to a future course. "No shows" will forfeit the full tuition. Refunds made to a charge card will incur a 10% surcharge.

REGISTRATION FORM: You will receive acknowledgment of your enrollment by email. Complete one registration form and send along with payment to the address below. Please direct all questions to the Continuing Dental Education office at 205.934.3753. To reserve your seat today, register online - www.dental.uab.edu

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Mailing Address _____ City, State, Zip _____

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Course: Growing Your Dental Business Course Date: July 15, 2016 Tuition \$99

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