

Friday,  
May 2, 2014

**Speaker**

Kathleen Johnson  
Dental Management Consultant

**Location**

Glidewell Laboratories  
18551 Von Karmen Ave, Suite 201  
Irvine, CA 92612

**Time** 8:30a Registration  
9:00a-2:00p Seminar

Continental breakfast & light  
lunch provided

**CE 4 units**

Take control of your practice back from the insurance industry. By developing and using scripts, you can diplomatically convert patients so that you are accepting assignments of benefits and lowering your account receivables. And rather than leaving your patients wondering why insurance doesn't cover everything, they'll be thanking you for assisting them with their benefits.



Kathleen Johnson is a practice management consultant and coach. A founding member of the Academy of Dental Management Consultants and a member of the American Dental Hygiene Association, she has over 30 years experience in consulting. With hundreds of client successes to her credit, Kathleen continues to develop and implement innovative approaches to optimal efficiency. The information and techniques you learn at this seminar can be put into practice, with immediate effect, the very next day.

# Build Your Practice and Minimize Insurance Dependence

For years, many doctors have found themselves in an insurance rut, hesitating to take control of the insurance issues for fear of losing patients. Are patients really insurance dependent...OR...could it be the doctors and the team that are insurance dependent and don't realize it?

Wouldn't it be nice to have more time for treatment plans and building your practice... and NOT spend so much time handling insurance matters? The goal of this non-biased lecture is to help dental teams learn how to work smarter and more effectively with dental insurance.

Learn how you and your team can perform comprehensive dentistry and tactfully transfer some of these responsibilities to the patient. Your patients will thank you - while assuming most of the responsibility.

- Learn how to get patients to accept entire recommended treatment plans
- Free your team from time-wasting calls for insurance eligibility and benefits
- Discover if you should be a "Preferred Provider" for PPO plans Find out if accepting assignments of benefits is right for your practice
- See how to market for new patients without attracting "shoppers"



## Registration Form

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Billing Address: \_\_\_\_\_ Lic#: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Email: \_\_\_\_\_

\$69.00 per person x \_\_\_\_\_ \$ \_\_\_\_\_

If paying by Credit Card please fax registration to: 714-974-7864

Please circle the card you will be using: Visa / MasterCard / Amex

Card Number: \_\_\_\_\_ Exp: \_\_\_\_\_ 3 or 4 Digit CVC Code: \_\_\_\_\_

Card Holder Name: \_\_\_\_\_ Card Holder Signature: \_\_\_\_\_

If paying by check, mail to: Kathleen Johnson Consulting, 6074 Silverspur Trail, Anaheim Hills, CA 92807. 714-974-7828