

Create a Practice Masterpiece

-Practice Profitability & Case Acceptance-

Does this sound like your practice?

November 2, 2012

9:00am- 2:30pm

Knott's Berry
Farm Hotel
7675 Crescent Ave
Buena Park, CA 90620

Continental Breakfast & light
lunch will be served

4 C.E Credits

Phil, will help you understand that you can increase your batting average at the plate of case acceptance when you:

**DIAGNOSE
DETERMINE
DISCUSS**

He will give insights into why patients often want to "go home and think about it"

Patients are not accepting, pushing off, and stalling treatment!
Patients have more concerns with their insurance benefits!
More New patients (prospects) are canceling their appointments!
Hygiene is not booked the way it was last year!
You are experiencing more cancellations this year!
The doom and gloom mindset is multiplying!

Kathleen Johnson, Practice Management



Ms. Kathleen Johnson is a practice management consultant and coach, founding member of the *Academy of Dental Management Consultants*, and member of the *American Dental Hygiene Association*, with 34 years and thousands of clients successes to her credit. She can help guide you toward optimal efficiency with fresh innovative, and immediately usable practice management tools. These are proven new ideas that will help you the very next day you see patients.

Dr. Phil Potter, Lead to Succeed



Dr. Phil Potter is the founder of *Lead to Succeed* and is also a partner in *Wiederman & Potter Premium Practice Sales*, a practice transition firm.

Phil practiced clinical dentistry for over 30 years while teaching restorative and implant dentistry at the dental school undergraduate, graduate (resident) and continuing education levels. Since 1998, he has co-presented case acceptance workshops nationally with Dr. Paul Homoly. Dr.

Homoly's Making It Easy for Patients to Say Yes program is featured in the *Lead to Succeed* training.

Course Description

- ➡ Target your marketing to attract patients seeking a dentist, not a bargain
- ➡ Keys to treatment acceptance in a tough economy
- ➡ Keys to presenting and discussing Insurance Benefits
- ➡ Keep or terminate your Preferred Provider Agreements
- ➡ Creative internal marketing systems that INCREASE your referrals
- ➡ Build an iron clad fence around your patient base
- ➡ Monitor your success. Know your number, the true signs of practice health
- ➡ Have certainty and confidence in 2013

“Kathleen will teach you how to change the patient focus on insurance and move forward with treatment, and build your hygiene schedule.”



Case Acceptance Coaching for Complete Dentistry



Registration Form

Name: _____ Phone: _____

Billing Address: _____ Lic#: _____

City, State, Zip: _____

Email: _____

Doctor # Attending _____ x \$59.00 = _____

Staff # Attending _____ x \$59.00 = _____

Total \$ _____

If paying by Credit Card please fax registration to: 714.259.0406

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

Card Number: _____ Exp: _____

Card Holder Name: _____ 3 or 4 Digit Security Code: _____

Card Holder Signature: _____

Register online: www.wppps.com/seminars

If paying by check, please make payable to: Kathleen Johnson Consulting, Inc.

Mail registration form and check to:

Kathleen Johnson Consulting, Inc.
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Anaheim Hills, CA 92807