

Ukiah Perio And Implant Center Presents...

Friday, March 28th

## Taking Your Practice from Good to Great, What Fortune 500 Companies Can Teach the Dental Industry

7:30 to 8:30am -Full Breakfast

8:30 to 12:30pm - Seminar

Ukiah Valley Conference Center  
200 South School Street  
Ukiah, Ca 95482

### Featured Speaker:



### 4 CE Units

### Featured Speaker:



### Practice Management Topics to Include:

Visualization to  
Realization-Your Practice  
Goals for 2014.

Delta Dental Fee  
Decrease. How will it impact  
your practice?

Insurance Driven vs.  
Insurance  
Independence.

Direct Reimbursement  
revisited in the Bay Area.

Comparing your Practice vs.  
Dental Industry Benchmarks.  
How are you measuring up?

Overhead Analysis-Is your  
practice within the Industry  
Benchmarks?

Analyzing & Understanding  
your Practice Management  
Reports. What is the 'Story' of  
your practice?

HR Systems-What do you  
really need?

Systems Dependence, Not  
People Dependence. There are  
no Broken People, only  
Broken Systems!

Behavioral Analysis-  
Understanding your Team &  
your Patients.

### Marketing Topics to Include:

Protecting & Promoting  
your Online Reputation-  
Reputation is  
Everything!

Customer Reviews are a  
major factor in EVERY type  
of Online Marketing.

Marketing the Dental  
Practice in today's Online  
Environment-Risk to  
Reward to Relevancy.

Attracting & Retaining New  
Patients in 2014 & Beyond.

Building a Brand that lasts!

Please RSVP at 707-468-8080 or [ukiahperio@gmail.com](mailto:ukiahperio@gmail.com)

\$50 for Doctors, \$30 for Support Team. Seminar Supported by *Steve Arnold and Burkhart Dental.*