# Business Blueprints For Your Successful Practice

Friday September 16, 2016

What do the most successful dentists have in common? Of course, great clinical skills are important, but it takes more than clinical skills to run a successful practice. The most successful dentists are strong leaders with committed teams who market relentlessly while maintaining powerful systems. And they make it look easy! This course packs the most important lessons I've learned into one challenging and informative day.

## Dentist & Team Program
(Lecture)

### Topics:

- Five levels of leadership.
- Direction and plan for your practice.
- Market trends and Concepts that affect practice values
- What banks are looking for in a practice purchase
- Learn 10 common myths about adding an associate
- Prepare your practice for a successful sale in 1-3-5 years
- How to transform your compliant staff into a committed team.
- Incentive system that works every time.
- Team meeting strategies that work
- Challenge your conceptions about what patients want and can afford.
- Educate your patients on the real value of comprehensive dentistry.
- Language and techniques for effective presentations.
- Patient based marketing
- Most effective payment options and how to present them.
- Handle patient questions and objections with confidence.
- Reduce broken appointments
- Scheduling goals and how your whole team is involved.
- Maximize technology in your practice with smart buying decisions
- New systems that will assist you in attaining your production goals.

### Tuition: 8 CEU

- $295.00 for dentist+ 2 staff members

### Incentives:

- Group (2 or more dentists) 25% discount each.
- $75.00 for each additional staff member

### Faculty Bio: Sherri Nickerson

Sherri started in the dental industry in 1972 as a RDA. Since then, she has not only excelled in the back office, but has also worked as a treatment coordinator, insurance biller, scheduling coordinator, and office manager. In 1997 she took over as the Office Manager of a practice in Woodland Hills, where she immediately and substantially increased collections and lowered the accounts receivable, launching the practice into previously uncharted success (over 2 million!). Sherri has been working as a practice analyst / consultant since 2001 and has successfully helped over 350 offices from around the country reach goals that they never thought possible. From 2005 - 2013 Sherri worked as a Practice Analyst with Mercer Advisors. Mike Elster, Regional Manager of Mercer, called her "one of the most outstanding and excellent dental consultants" he has seen in his twenty year tenure at Mercer.

### Faculty Bio: Suzanne Rassy

Suzanne brings a wealth of consulting experience to the Kimball and Nickerson team. Most recently, she spent over ten years as the Manager of Consulting Education at Mercer Advisors. In this role, she not only trained the consultants—she also designed the curriculum! Suzanne started in dentistry in 1989 as a dental assistant and later worked as a financial treatment coordinator and an office manager. She has been consulting since 2003, consistently transforming practices with her thoughtful and balanced approach. Originally from Montreal, Canada, today Suzanne lives in Phoenix, Arizona. She enjoys hot yoga, hiking, and watching sporting events (particularly those that feature her four children).

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