Many practices lose THOUSANDS OF DOLLARS every year due to improper management of fees, clinical protocols, and insurance coding protocols.

Are you guilty of...
- Coding errors?
- Fraudulent activities?
- Lack of current CDT knowledge?
- An unbalanced fee schedule?

Most doctors are guilty and it’s costing them $100 - $500 every single day!

A balanced and well-designed fee schedule, along with proper procedure mix, treatment protocols, and coding are the cornerstones of a successful and profitable practice. Unfortunately, most doctors lose TENS OF THOUSANDS OF DOLLARS annually by not implementing and maintaining up-to-date fees, clinical procedure protocols, and using the latest insurance code set.

To further compound the issue, there are very few qualified experts who have the deep knowledge and experience required to provide guidance to doctors in all these critical areas.

Dr. Charles Blair is America’s foremost authority on improving practice profitability. With unsurpassed expertise he has provided thousands of your peers with a personalized, step-by-step guide to optimal profitability through his Revenue Enhancement Program.

Program highlights - what you will receive:
- A one-on-one two-hour telephone consultation with the doctor and staff to analyze your insurance coding, revenues, clinical protocols, procedure utilization rates, lab expenses, and scope of services with specific recommendations for improvement. Great training for both the doctor and staff!
- A customized re-balancing of your fees to a consistent percentile for your zip code. This ensures that you are paid what you are worth. Where appropriate, surcharges and multi-fees are suggested for certain procedures.
- Identification of profit-robbing managed care plans, with specific steps to avoid, minimize or eliminate participation with these providers.
- Guaranteed 10-to-1 return on your investment!

This 10-1 minimum return on your NO RISK investment will blow away your retirement plan performance!

How do I begin?
To request the Data Requirements form necessary to begin, contact Dr. Charles Blair & Associates, Inc. today by calling: (866) 858-7596, or email us at Debbie@drcharlesblair.com

Dr. Blair will review your submitted data and call you with a no-charge preliminary assessment to determine if your practice will profit substantially from this service. The cost to proceed is only $1,590, with a guaranteed return of 1,000% ($15,900). The Revenue Enhancement program includes one-year of ongoing support for your practice and a copy of Dr. Blair’s coding manual, Coding with Confidence: The “Go-To” Dental Insurance Guide, which is a $109.95 value.

*This program is for General Dentists, Prosthodontists and Pediatric Dentists only.

Dr. Charles Blair

Charles Blair is CEO of Dr. Charles Blair & Associates, Inc. located in North Carolina. A graduate of Erskine College, he earned his Doctorate of Dental Surgery at the University of North Carolina at Chapel Hill. In addition, Dr. Blair holds degrees in Accounting, Business Administration and Mathematics.

Dr. Charles Blair is dentistry’s leading authority on practice profitability, fee analysis, insurance coding strategies and overhead control. He has individually consulted with thousands of practices, helping them identify and implement new strategies for greater productivity and profitability. A widely-read and highly-respected author and publisher, Dr. Blair has authored and co-authored several business and finance books, as well as contributed numerous articles in various dental publications. He currently offers two publications, Coding with Confidence and the Insurance Solutions Newsletter. These publications work hand-in-hand as a must-have resource in every dental office for a noticeable impact on the bottom line.

What clients are saying
“We should have participated in the Revenue Enhancement service a long time ago. We have exceeded our production/collection goals every month since re-setting our fees.”
Dr. John Poirier, Waterville, ME

“Without a doubt, the easiest, most problem-free, income producer that we’ve implemented in many years – and without patient complaint. I plan to continue it for the remainder of my practice years. Just do it!”
Dr. Robert Lofgren, Aiken, SC

“There is an immediate and impressive increase in profitability after Dr. Blair’s ‘equilibration’ of one’s fee schedule.”
Dr. Ronald Barganier, Montgomery, AL

“The Revenue Enhancement program provided us with $215,000 annual additional income, and this was with no additional procedures. What a great way to reduce overhead!” Dr. Jesse Roberts, Jr., Reston, LA
Revenue Enhancement for the New Dentist

A cold start practice typically represents over a $400,000 investment. Why not make a minimal investment to enhance its success!

During your one-on-one telephone coaching call, the CURRENT codes will be reviewed and clinical protocols established. This consultation with the doctor and newly-hired staff will save the new practitioner many insurance filing headaches. All pitfalls and “insurance traps” will be thoroughly covered to give the new dentist vital information in this confusing and complicated area.

Dr. Blair provides you and your practice with the best fee data available in the market place (specifically based on your practice's zip code area).

This allows you to set a fee which is fair to all; the practice, the staff, and the patients. No other single decision will impact your career more than your initial fee schedule. Under-pricing fees can cost you HUNDREDS OF THOUSANDS OF DOLLARS over the course of your career, robbing you of your maximum profitability and future retirement potential.

Program includes:

- Two-hour coaching sessions for dentist and staff.
- Fee analysis customized for your specific zip code patient base area.
- Insurance strategy materials and avoidance of any fraudulent activities.
- One year of follow-up support.
- Expert assistance in establishing procedure mix and clinical protocols.
- How to correctly charge for evaluations, multi-fee services, proper insurance protocols, etc.
- Dr. Blair’s popular coding manual, Coding with Confidence: The “Go-To” Dental Insurance Guide.

Fee: $695

Strategic Planning Consultation for the New Dentist

Don’t be among the 90% of dentists who lose over $500,000 during their careers because of practice management errors. Dr. Blair can give you the guidance you need to work “on” establishing your practice, rather than “in” it.

Dr. Charles Blair’s 30-plus years of dental experience includes experience in: personal private practice; authoring books, newsletters and articles; practice transition consulting including associateships and sales; fee, procedure mix and protocol consulting; CEREC 3D and Evolution E41 analysis; new technology analysis; Profits Plus+ profitability workshops; hundreds of speaking engagements, and consultations regarding evaluation of insurance plans (getting out or getting in).

Dr. Blair holds degrees in Accounting, Business Administration, Mathematics and Dental Surgery.

Fee: $350/ hour

Program includes:

- Specific, personalized solutions for your personal or practice-related questions.
- Direction for establishing the proper positioning of your practice in the marketplace.
- Consulting time, one-on-one over the telephone, tailored to meet your busy schedule.

The dentist’s time is worth $3 to $7 per minute. Aim for higher productions!

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The Clinical Treatment Intensifier℠ (CTI℠) is a fresh analytical approach to dentistry! It is a component of PracticeBooster® that exclusively uses input data such as the dentist's clinical procedure count “window” to produce a 70+ page report encompassing over 50 areas that drive changes in the practice's (dentist/hygienist) procedure mix. CTI℠ does not use traditional practice monitors such as production, collections, accounts receivable, etc. – only the procedure count report (plus a limited questionnaire and fee schedule) is utilized to calculate the clinical procedure mix. The CTI℠ report is a road map to dramatically improving practice profitability and patient care, spotlighting the “money left on the table”.

For the practice profile it examines or calculates 11 monitors such as:

- Overall busyness of dentist/hygienist compared to peers.
- Percentage of managed care (PPO's) in the practice compared to peers.
- New patient flow and hygiene day requirements for doctor busyness evaluation.
- Hygiene days to doctor days ratio.
- Hygiene department replenishment rate.

For the hygiene department, it calculates 15 hygiene procedure intensities such as:

- Hygiene production related to other hygienists.
- Hygiene department clinical treatment intensity.
- Scaling and root planing treatment intensity.
- Perio maintenance treatment intensity.
- Bitewing x-rays, and pan/full series treatment intensity.
- Sealants, fluoride, and Arestin® intensity.

For the dentist, it calculates 12 doctor procedure intensities such as:

- Dentists production related to other dentists.
- Dentists clinical treatment intensity.
- Core buildup intensity.
- Operative fillings-to-crown ratios.
- Multi-unit bridgework/implant to partial denture ratios.
- Posterior composite rate.
- Surgical extraction rate.
- Crown and bridge treatment intensity.

In addition, there are 16 other monitors that reflect the dentist's service mix, breadth and intensity level presented in a page at-a-glance profile for such procedures as:

- Cancer screening tests, endodontics, pediatrics and cosmetics.
- Implants, perio, therapeutic agent Arestin® profile, and tooth whitening.
- Oral surgery, orthodontics, occlusal guard and TMJ.
- Analgesic and sedation administration, plus others.

In effect, the Clinical Treatment Intensifier℠ measures the clinical treatment tendencies of the dentist/hygienist provider and compares them by percentile to their peers. The unique Percentile Ranker℠ provides percentile feedback for each parameter, based on participating practices and Dr. Charles Blair’s expansive practice database (sampled). Therefore, the dentist participant knows exactly where they and where their hygienist rank in relation to their peers. For instance, a 60th percentile match means they exceed 60% of dentists for that particular parameter. As the Master Database is expanded in the future, dentists can compare themselves with in-state doctors (even within a given city with enough participants), LVI doctors, or Pankey Institute doctors, for instance.

In addition, the Fee Equalizer℠ feature provides a level playing field to compare practices on an “apples-to-apples” basis regardless of their wide differences in fee schedules or geographic location. For example, the New York City dentist with a high fee profile is properly compared with the rural Mississippi dentist, who has a much lower fee profile, possibly one-half. The Work Day Equalizer℠ feature provides...
a level playing field to compare clinical procedure counts on an “apples to apples” basis regardless of the number of providers or work days per dentist or hygienist. The Money Maker™ feature calculates the potential revenues where dentist-mandated clinical protocols are breaking down or the clinical procedure intensity is low when compared to peers. (In effect, this feature calculates the money “left on the table.”)

CTI™ is very intelligent. For instance, it is programmed with algorithms that predict the new patients and hygiene days required for the dentist’s busyness at a given production level compared to the actual new patient flow and hygiene availability. It computes how well the hygienist is adhering to x-ray, fluoride, SRP and sealant clinical protocols. It computes the clinical treatment intensity of the doctor regarding crown and bridge, buildups under crowns, fillings-to-crown ratio, partial denture vs. implant decisions and many other calculations. It organizes the almost 500 dental procedure codes into page-at-a-glance presentations to evaluate the current or future service mix. In essence, it is a road map to improving patient care while finding dollars “left on the table”.

What’s new about the Clinical Treatment Intensifier™ analytical program? For the first time, the dentist is viewed from a clinical treatment intensity standpoint. Thus, by analyzing the provider’s (dentist/hygienist) clinical procedure mix intensity and various procedure ratios, one can take action to improve patient care while boosting practice profitability.

Now you know why the Clinical Treatment Intensifier™ will be acknowledged as dentistry’s “measuring stick”. Outstanding Analysis! Outstanding Results!

There’s nothing like it!

Go to www.PracticeBooster.com for more information and to download forms.

Fee: $1,590; payments can be made in 2 monthly installments of $795 each.
This Monitor measures the Sealant Intensity Rate. In the example below, the PercentilerSM shows the hygienist at a 66% Intensity Rate, which is about the 65th percentile related to other hygienists. The Money MakerSM shown below illustrates the additional cash flow, which results in a higher level of Clinical Intensity at the percentiles shown.

This calculation measures the percentage of the sealant (D1351) count to child prophy (D1120) count:

\[
\text{Sealant intensity rate} = \frac{\text{Sealant (D1351) count}}{\text{Child prophy (D1120) count}} = 66\% \text{ sealant intensity rate}
\]

*The sealant count includes all hygienist and dentist providers.

**Sealant intensity rate**

66% sealant intensity rate
(Range 20% – 90% or higher
(Goal: 55%)
(higher is better)

**Money MakerSM**

<table>
<thead>
<tr>
<th>Percentile</th>
<th>Potential $</th>
</tr>
</thead>
<tbody>
<tr>
<td>10th</td>
<td>0</td>
</tr>
<tr>
<td>20th</td>
<td>0</td>
</tr>
<tr>
<td>35th</td>
<td>0</td>
</tr>
<tr>
<td>50th</td>
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</tr>
<tr>
<td>65th</td>
<td>$525</td>
</tr>
<tr>
<td>80th</td>
<td>$3,999</td>
</tr>
<tr>
<td>90th</td>
<td>$9,166</td>
</tr>
</tbody>
</table>

**CROWN BUILD-UP INTENSITY RATE**

This Monitor spotlights the Crown Buildup Intensity Rate. In the example below, the PercentilerSM shows the dentist at a 5% crown buildup intensity rate, which is below the 10th percentile of 11%. The Money MakerSM shown below illustrates the additional cash flow, which results in a higher level of Clinical Intensity at the percentiles shown.

This calculation measures the total buildup count to potential buildups on 434 crowns:

\[
\text{Crown buildup intensity rate} = \frac{\text{Total buildup count}}{\text{Total potential buildups}} = 5\% \text{ Crown Buildup (all types) intensity rate}
\]

**Crown buildup intensity rate**

5% buildup intensity rate
(Range 18% – 75% or higher
(Higher is generally better)

**Money MakerSM**

<table>
<thead>
<tr>
<th>Percentile</th>
<th>Potential $</th>
</tr>
</thead>
<tbody>
<tr>
<td>10th</td>
<td>$4,641</td>
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<tr>
<td>20th</td>
<td>$10,152</td>
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<td>35th</td>
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<tr>
<td>80th</td>
<td>$51,487</td>
</tr>
<tr>
<td>90th</td>
<td>$62,365</td>
</tr>
</tbody>
</table>
When it comes to building a profitable dental practice, the time you spend working ON your practice is more important than the time you spend working IN it. Most doctors attempt to build a successful practice without undergoing any formal training in the skills required to run a profitable business - and pay for this lack of knowledge with hundreds of thousands of dollars of lost profits over the course of their careers.

Think you're different? How many of the following questions can you answer - right now - about these critical areas of your practice?

- What are the eight key variables that determine RDH productivity and dramatically improve it? Why isn’t your hygienists producing three times the W-2? Now you’ll know!
- What are 10 keys to lowering your broken appointment rate?
- What is the optimum ratio of doctor compensation to staff compensation?
- What scheduling procedures and operatories produce optimum efficiencies in the office?
- What is the best, most efficient practice?

**PROFITS PLUS+** is Dr. Charles Blair’s hands-on, completely customized workshop designed specifically to help you maximize profits by improving your business management skills. Dr. Blair will analyze your practice data and prepare a completely customized report based on input from you that will benchmark the performance of your practice in more than 100 key areas - with strategies to improve them.

**HOW IT WORKS:**
Upon registration, you will receive the practice data forms for completion. This provides Dr. Blair with specific financial and practice information for his analysis. He then personally analyzes the numbers, reviews practice performance and prepares each doctor’s customized reports (this includes a one-on-one interview via telephone to clear up any questions/concerns regarding practice data). These personalized data reports are then used as the foundation for the workshop, allowing you to experience a day of high-impact, practical instruction on how to perfect and strengthen the performance of your practice as a business by looking at your own numbers.

**Fee:** $1995; payments can be made in 3 monthly installments of $665 each.

**WHAT IS COVERED:**
Review of your practice performance, dental industry standards, discussion of leading-edge strategies and solutions for practice optimization, overhead control secrets, and numerous practice profitability and efficiency “pearls”.

**Workshop materials include:**
A Workshop notebook, an individualized custom report and benchmarks (comparing your practice parameters with your peers in a CONFIDENTIAL format).

**FOLLOWING THE WORKSHOP:**
You will also receive a personalized, comprehensive written report re-capping the valuable strategies and recommendations gleaned from the day, along with a personal implementation checklist and follow-up telephone consultation with Dr. Blair focusing on how to improve weak areas of your practice.

**Attendees say...**
“If I had attended this workshop sooner, I probably would have been able to retire 5-10 years earlier than I had planned. Dr. Blair and his staff taught me more in one day than I learned in nine years.”
**Dr. Dave Thorfinnson**

“In attending Dr. Blair’s Profits Plus+ Program, I learned to look at my practice with new focus, while increasing my bottom line by $10,000 per month! The course is well named, I gained profits plus knowledge!”
**Dr. Linda Zimmerman**

“I am excited about the future of my practice for the first time in years. The program opened my eyes to many parameters of my practice that I can improve, like salaries, hygiene, and the building.”
**Dr. Steve Wessels**
CODING WITH CONFIDENCE is a unique reference guidebook that goes beyond the typical “list and describe” found in other coding handbooks. Developed using information compiled from thousands of interviews with doctors and staff and examining their practice data, the book uses PREDICTIVE ERROR CORRECTION technology to help predict common errors and mistakes before they are made.

This manual provides expert assistance to practice staff finding it difficult to keep up with the frequent changes, revisions and deletions in the CDT codes, now mandated every other year. Reader-friendly graphics like the Coding Correction, Warning, and Watch icons ensure you know what to look out for with hundreds of different CDT codes.

CODING WITH CONFIDENCE ORDER FORM

Dr.’s Name __________________________________ Attn. __________________________
Address ___________________________________________________________
City ______________________________ State ________ Zip _______________
Phone (_______) ___________________ Fax   (_______) ___________________
Email _____________________________________________________________

Method of Payment
☐ Check # ______________________ Amt. ____________________________
(payable to Dr. Charles Blair and Associates Inc.)
☐ Visa / MasterCard / Amex / Discovery
Card # ____________________________
Exp. Date ________________________ Security # ______________________
Signature __________________________
Amount you would like to purchase: ________________________________

$109.95 each plus $10.00 S/H
applicable sales tax for NC only
Quantity Pricing available, Call 866.858.7596 or email info@drcharlesblair.com

Total Amount $ __________

Send payment to: P.O. Box 986
Belmont, North Carolina 28012-0986

Would you like additional information regarding our following services:
☐ Revenue Enhancement Program
☐ New Dentist Program
☐ PracticeBooster®
☐ Profits Plus+ Workshop
☐ Speaking Information
Over ten thousand dental practices rely on Insurance Solutions Newsletter to help them understand how to use current dental codes, develop effective narratives, monitor the industry’s migration towards risk-based dental benefits, and understand carriers’ and providers’ rights and responsibilities regarding prompt payments and insurance refund requests.

**Includes Dental and Basic Medical Billing Support**

**The purpose of Insurance Solutions Newsletter is to help dental...**

- Stay informed of all additions, deletions, and revisions to current dental codes (CDT)
- Develop effective narratives for buildups, crowns, onlays, crown lengthening, surgical extractions, implants, nightguards, TMJ orthotics, etc.
- Monitor the insurance industry’s movements toward risk-based dental benefits
- Understand why proper code sequencing and documentation is essential to receiving payment for periodontal procedures
- Be aware of key processing policies for some of the nation’s largest dental carriers
- Explain coordination of benefits so patients understand what to expect from their secondary dental plans
- File dental claims to medical insurance when it is appropriate to
- Respond to patients’ insurance questions more effectively by employing fresh ideas and new verbal skills.

**INSURANCE SOLUTIONS NEWSLETTER ORDER FORM**

- **SUBSCRIPTION RATES**
  - $169/ONE YEAR (SIX ISSUES)
  - $299/TWO YEARS (TWELVE ISSUES)
  - $268/ONE YEAR + Back Issues From the Previous Year (Twelve Issues)
  - $398/TWO YEARS + Back Issues From the Previous Year (Eighteen Issues)

- **Total Amount** $

Send payment to: P.O. Box 986
Belmont, North Carolina 28012-0986

Our support team can be reached by phone (888) 825-0298
email at amds@ncweb.net or fax (888) 825-0299
www.dental-ins-solutions.com

Monday-Thursday, 7AM - 4PM PST
We look forward to hearing from you!
Dr. Charles Blair is dentistry's leading authority on practice profitability, fee analysis, insurance coding strategies and overhead control. He has individually consulted with thousands of practices, helping them identify and implement new strategies for greater productivity and profitability. Dr. Blair's extensive background and experience makes him uniquely qualified to share his wealth of knowledge with the dental profession. A widely-read and highly-respected author and publisher, Dr. Blair offers two publications, *Coding with Confidence* and the *Insurance Solutions Newsletter*. He holds degrees in Accounting, Business Administration, Mathematics and Dental Surgery.

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In addition, Dr. Blair is a nationally acclaimed speaker for national, state and local dental groups, study clubs and other professional organizations. He offers leading-edge presentations in the business, finance, and insurance coding arena of dentistry. Dr. Blair's extensive background and experience makes him uniquely qualified to share his wealth of knowledge with the dental profession.

Dr. Blair has presented his leading-edge presentations to such prestigious meetings as:

- Thomas P. Hinman Dental Meeting
- ADA National Conventions
- Texas Dental Association
- Chicago Midwinter Meeting
- Yankee Dental Congress
- New Orleans Dental Association
- Michigan Dental Association
- Greater St. Louis Dental Society
- Oklahoma Dental Association
- OMFS National Conventions
- Seattle Study Clubs
- AADPA
- AAO National Conventions
- NC and SC Dental Associations
- AAOMS
- New Jersey Dental Association
- Virginia Society of Periodontists
- North America Society of Periodontists
- Orange County Dental Association
- California Dental Association
- International Study Group, Toronto, Canada
- L.D. Pankey Study Club

Dr. Charles Blair & Associates, Inc.

85 Catawba Street

P.O. Box 986, Belmont, North Carolina, North Carolina 28012-0986

Phone: (866) 858-7596

Fax: (704) 822-3142
COURSE 1: Focus on Profitability for the Efficient Practice (3-4 HOURS or 6-7 HOURS)

Are you working “in” your practice rather than “on” it? Learn to see the “big picture”, analyze the business side of your practice, and take solid steps toward increasing profitability.

Hear strategies, tips and “pearls” on:
- Coping with a Down Economy
- Fee Profiling and PPO Strategies
- Procedure Mix Enhancement
- Optimum Staff Ratios
- Hygiene Department Strategies

Also hear insight on how to:
- Move from “cost-based” to “revenue-savvy”
- Diminish broken appointments - an “economic killer”
- Planning a productive and profitable future for your practice

Who Should Attend: Dentists, New Dentists, Staff, Spouses

COURSE 2: Perio Education Experience: (4 HOURS) How to Put Perio Into Practice

This program will teach the doctor and staff an approach on how to optimize a perio program. The lack of treatment of periodontal disease by the profession is a National Epidemic, in view of the evolving oral-systemic link. Dental offices do not know how to diagnose, code or sequence the treatment of periodontal disease. This course will get the office TEAM ON THE SAME PAGE by providing scenarios, scripting, proper coding, ways to work with PPO’s and the proper integration of technology.

Who Should Attend: Dentists, New Dentists, Dental Staff, Spouses

COURSE 3: Stay Out Of Jail: The Top Coding Errors (2, 3 OR 4 HOURS)

Based on several thousand dental practices studied, these common problems were identified:
- Consistent Coding Errors
- Clinical Protocol Issues
- Potentially Fraudulent Activities

Coding and fee positioning errors are predictable in today’s dental practice. Learn the top coding errors - and how not to make them! You will also receive new, valuable information on some of the “hot” sections of the CDT code, which you can use to identify and “fix” coding problems that lurk in your practice. Most practices can expect legitimate net increases in cash flow immediately by learning how to do it right.

Who Should Attend: Dentists, New Dentists, Staff, Spouses

COURSE 4: PracticeBooster® - Dentistry’s Answer to Intensify Clinical Treatment (2-3 HOURS)

Wouldn’t it be great to know where you compare to your peers in relation to treatment and production? No one knows that -- until now. Now there is PracticeBooster®, an unbelievable analysis system, which directly measures Clinical Treatment Intensity (CTI). For the first time, the dentist and hygienist are viewed from a clinical treatment intensity standpoint.

Just how aggressive is the hygienist in clinical protocols such as taking x-rays, providing sealants and fluoride, and treating periodontal disease? Just how aggressive is the dentist in crown and bridge, and restorative area production? How does the dentist’s service mix compare to others? How does the dentist and hygienist produce compared to peers, from a percentile standpoint?

Say “Goodbye” to the traditional method of analyzing your practice numbers and all that. Say “Hello” to PracticeBooster® as the definer of clinical treatment intensity, developed by Dr. Charles Blair, dentistry’s mathematician.

PracticeBooster® does not use traditional practice monitors but instead measures the clinical treatment tendencies of the dentist/hygienist, on an apples-to-apples basis, to their peers. The outcome: a road map which dramatically improves patient care while boosting practice profitability.

Who Should Attend: Dentists, New Dentists, Dental Staff, Spouses

COURSE 5: Business Aspects of Cerec 3D/E4D (2-3 HOURS)

There’s much to learn about the business side of Cerec 3D/E4D, including: What are the economics and practice management aspects of this technology? Does it make sense and is it a fit for your practice? What technologies go hand-in-hand with Chairside CAD/CAM?

This course covers a multitude of topics, including:
- Purchase Decision Economics
- Practice Procedure Profiling
- Establishing Fees and Insurance Coding
- Complementary Technologies

Leave knowing how to evaluate and utilize your Chairside CAD/CAM, and how to make it a success in your practice.

Who Should Attend: Dentists, New Dentists, Dental Staff, Spouses
COURSE 7: Top How-To Tips for Structuring the “Ideal” Practice (2-3 HOURS)

What is the “ideal” practice? Is it 10 staff members? Is it minimal staff members? What balance of practice monitors yields the most efficient and productive mix? Find out the “secrets” to an efficient, high-grossing practice with a true 40% net. Also hear how to:

- Optimize Practice Production and Staffing
- Work “Bankers’” Hours

Several thousand practices were analyzed and a "common thread" was identified to maximize productivity decrease stress. Attend this information-packed presentation and see how 2-3 hours can change your life!

**Note:** Practice models will also be presented specifically for the female dentist.

**Who Should Attend:** Dentists, New Dentists, Dental Staff, Spouses

COURSE 8: New Dentist Program: “Start Smart/Stay Smart” (2-4 HOURS)

This course focuses on the unique challenges that face new dentists today. Topics include:

- Are you deciding between a "cold start" and a buy-in?
- Are you choosing the right CPA and advisors?
- Are you evaluating a for-sale practice?

**Objectives:**

- The participant will understand the various practice models available.
- The participant will discover ways to balance both practice and family.
- The participant will understand transition and retirement matters.

**Who Should Attend:** Women Dentists and Spouses

COURSE 6: Business Aspects of Invisalign® and Six Month Smiles® for the GP (2-4 HOURS)

This course for GP’s addresses all business aspects of the very popular Invisalign® technology, including:

- The Economics of Orthodontics for GP’s
- Reimbursement Issues – A new ball game for GP’s!
- Establishing Fees
- Aspects of Practice Management
- Marketing Ideas

With the exception of diagnosis, treatment planning, and clinical treatment, you will hear everything you need to know about incorporating Invisalign® into your practice for maximum profit and productivity.

**Who Should Attend:** Dentists, New Dentists, Dental Staff, Spouses

COURSE 9: New Dentist Program: “Start Smart/Stay Smart” (LUNCH HOUR)

This course covers vital topics for the new dentist, including:

- Should I buy an established practice or open a “cold start” practice?
- Practice Options
- Choosing the right CPA and Advisors
- Avoiding common new dentist errors

All these questions, plus many more, will be addressed in the space of just one enlightening and life-changing hour. It’s a lunch that lasts a lifetime!

**Who Should Attend:** New Dentists, Spouses, and the Gray-Haired Dentist who missed it.

COURSE 10: Private Practice Options for Women Dentists

What would be the characteristics for an “ideal” private practice setting for women dentists? Would it be a solo, group, space-sharing or owner with an associate format?

Which staffing models yield a decent overhead? What special consideration should be given to child care, practice transitions, retirement or other matters?

Come to this lecture to discover what your “ideal” practice would be!

**Objectives:**

- The participant will understand the various practice models available.
- The participant will discover ways to balance both practice and family.
- The participant will understand transition and retirement matters.

**Who Should Attend:** Women Dentists and Spouses
COURSE 11: The Impact and Economics of the Full-Time and Part-Time Associate

Thinking of bringing on a full-time or part-time associate? Curious as to how it will impact your practice? Uncertain of which scenarios is better suited for your practice? What are the real pitfalls?

Joseph D. Jordan will bring answers to the doctor’s inquisitive mind through discussing practice analysis and steps the doctor can take to better ready their practice for an associate, while also addressing the common errors of associateships and how to avoid them. Dr. Charles Blair will entice the dentist with the economic benefits of the one and two day associate, and show just how profitable a well-suited associate can be.

Who Should Attend: Dentists, New Dentists, Spouses

Lecturers: Charles Blair, DDS, Joseph D. Jordan, JD

COURSE 12: “Re-Engineering Everyday Patient Care Through Application of Periodontal-Systemic Medicine” and “The Opportunity Cost of Under-Diagnosis of Periodontal Disease” (4-7 HOURS)

Evidence is mounting to support the relationship between periodontal disease and systemic inflammation, leading to serious whole body damage. As a result, prevention and progressive treatment of periodontal disease has become the new imperative.

Through the use of case studies, Casey Hein provides compelling information on the latest application of periodontal-systemic research, and specific recommendations on early intervention of periodontal disease. Charles Blair adds another dimension by further addressing the significant economic impact of the opportunity cost of under treatment.

Who Should Attend: Dentists, Hygienists, New Dentists, Staff, Spouses

Lecturers: Charles Blair, DDS, Casey Hein, MBA, RDH
Dr. Charles Blair and Associates, Inc. are privileged to work with a wide variety of leading experts and consultants in the dental industry, who can assist and advise you on a broad range of dental practice needs. For instance, could your dental practice use some assistance in any of the following areas:

- **Advice on dental practice start ups, acquisitions and transitions** to assist guiding you in what is often a confusing and complex process? Having the right advisor who is knowledgeable in dentistry will guide you through this complex process seamlessly and effectively so that your needs are met the first time.

- **A CPA** to assist with short and long-term financial planning and tax preparation? Having a dental CPA is a great beginning to a successful dental practice and maintain a piece of mind about anything financial in your dental practice.

- **Help with a cold start** including choosing the right dental advisors, hiring, labor cost issues and setting your fees properly? Begin your new dental practice on the right foot by selecting knowledgeable dental advisors to help you make the right decisions, which can take the guess work out of running a successful dental practice. This can help your dental practice avoid common pitfalls and at the same time save time and money by ensuring it is done right the first time.

- **A Practice Management Consultant** to assist the doctor and staff in developing and implementing proven business methods that will improve the performance of your dental practice?

- **A Hygiene Consultant** to assist the hygiene department in developing and implementing the necessary skills? Having the necessary skills, such as clinical communication and leadership can maximize patient care and quality, which in return will maximize practice profitability.

- **Help in evaluating new technology** to assist you in making informed decisions prior to investing in new equipment and technology? Learning how to evaluate and utilize new technology correctly will make your dental practice a success!

As a clinician, the list of things you do well is long and you cannot do it all! Allow the wide variety of dental industry experts and consultants assist you and your practice. Relax knowing that your needs are being met to make your practice a success! If you could use assistance or advice in any of these areas, please do not hesitate to contact our office at (866) 858-7596 or email info@drcharlesblair.com.