Short Introduction

Dr. Charles Blair is dentistry’s leading authority on practice profitability, fee analysis, insurance coding strategies and strategic planning. 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 expertise 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*. Also through his expertise, he founded [www.practicebooster.com](http://www.practicebooster.com) which optimizes insurance administration and aids in maximizing reimbursement. He holds degrees in Accounting, Business Administration, Mathematics and Dental Surgery.

Long Introduction

Dr. 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.

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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 expertise 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
- California Dental Association
- 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
- International Study Group, Toronto, Canada
- L.D. Pankey Study Club

Seminars

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COURSE 1: Focus on Profitability for the Efficient Practice

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

Objectives:
- The participant will gain insight into running a practice like a business.
- The participant will be challenged to new thinking to survive in a changing world.
- The participant will understand the cost of doing business.

Who Should Attend: Dentists, New Dentists, Staff, Spouses
Lecturer: Charles Blair, DDS

COURSE 2: Perio Education Experience: 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 PPOs, and the proper integration of technology.

Objectives:
- The participant will learn the impediments to starting a successful periodontal program.
- The participant will learn about the elements which make for a successful periodontal program.
- The participant will learn the unique dental insurance coding as it applies to periodontal procedures.

Who Should Attend: Dentists, New Dentists, Staff, Spouses
Lecturer: Charles Blair, DDS

COURSE 3: Stay Out Of Jail: The Top Coding Errors

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

Dealing with dental insurance is overwhelming but key strategies can save you time, prevent hassles, and keep you out of jail. You will receive essential tools to properly file dental insurance claims, and calculate primary and secondary insurance receipts. In addition, co-pay forgiveness, discounting, multiple fee positioning, patient gifts, falsifying NPI numbers and even PPO strategies will be discussed. Stop leaving money on the table, as PPOs dominate the marketplace - a tipping point!

Objectives:
- The participant will learn through predictive error correction, how to avoid typical coding errors.
- The participant will gain knowledge into clinical protocol sequences.
- The participant will gain knowledge into fee forgiveness, discounting, multiple fees, etc.

Who Should Attend: General Dentists, New Dentists, Staff, Spouses
Lecturer: Charles Blair, DDS

COURSE 4: Stay Out of Jail: Avoid Coding Errors and Excel in Insurance Administration

Coding 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.

Objectives:
- The participant will learn through predictive error correction, how to avoid typical coding errors.
- The participant will gain knowledge into clinical protocol sequences.
- The participant will gain knowledge into fee forgiveness, discounting, multiple fees, etc.

Who Should Attend: General Dentists, New Dentists, Staff, Spouses
Lecturer: Charles Blair, DDS
COURSE 5: The Future Of Dentistry

PPO dominance and lack of busyness are top concerns of dentists. New graduates are weighing options as corporations can offer cash, security, and relief from employee headaches - it is the new quick-start option. Even established dentists who are looking to transition their practice see a way to sell without the hassle of finding a buyer. The growth of corporate dental practices is a real risk to our cottage industry.

PPOs are dominating the marketplace with an 80% share while out-of-network practices are less than 18% of the market. Several Delta Dents are cutting reimbursements and one requires PPO participation as a condition of participating in the higher fee Delta Premier Program.

So what is the answer? What is the best for the future of dentistry? Learn the best options for the traditional practice’s survival: how to counter-punch, when to join PPOs, etc. Unfortunately, the private practice challenge of running a practice is now beyond most physicians and some dentists. This in-depth look at the demise of a cottage industry will be an eye opener for attendees!

Objectives:
- The participant will gain knowledge into the future of dentistry.
- The participant will learn how to counter dentistry with the traditional practice.
- The participant will gain knowledge of how PPOs work, when to join, and how write-offs can be minimized.

Who Should Attend: Dentists, New Dentists, and Spouses

Lecturer: Charles Blair, DDS

COURSE 6: Top How-To Tips for Structuring the “Ideal” Practice

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!

Objectives:
- The participant will learn overhead items and components.
- The participant will identify their ideal practice size.
- The participant will learn optimum staff ratios.

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

Lecturer: Charles Blair, DDS

COURSE 7: New Dentist Program: “Start Smart/Stay Smart”

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

- Are you deciding between a “cold start” and buy-in?
- Are you choosing the right CPA and advisors?
- Are you evaluating a for-sale practice?
- Do you have hiring and labor cost issues?
- Are you establishing clinical protocols?
- Are you setting your fees properly?
- Are you avoiding fraudulent coding?

All these questions, plus many more, will be addressed in the space of just 2-4 enlightening and life-changing hours. Make the decision to “Start Smart/Stay Smart” today.

Objectives:
- The participant will learn whether a cold start or buy-in is right for them.
- The participant will learn common mistakes made by new doctors and how to avoid them.
- The participant will learn how to evaluate business and profitability of a practice.


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

COURSE 8: 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

Lecturer: Charles Blair, DDS
COURSE 9: 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 are 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.

Objectives:
• The participant will learn the different associate profiles and which is best suited for their practice
• The participant will learn how to determine if they are ready for a full-time or part-time associate.
• The participant will learn how to make the associate structure a win-win.

Who Should Attend: Dentists, New Dentists, Spouses

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

COURSE 10: “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.

Objectives:
• The participant will learn the impact of the oral-systemic link.
• The participant will learn the economic impact of under-diagnosis periodontal disease.
• The participant will learn the unique dental insurance coding as it applies to periodontal procedures

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

Lecturers: Charles Blair, DDS, Casey Hein, MBA, RDH