

CRACKING THE TOP 1%

Want to increase profitability, but not clear how knowing your “numbers” will make the difference?



CASH FLOW AND OVERHEAD CONTROL

Many dentists focus on only three metrics — production, collections, and new patients — they then try to evaluate their practice’s success based upon this limited information. All dental practices have certain Key Performance Indicators (KPI’s) that when measured and recorded on a regular basis expose the true health of the dental practice. Analysis of this data will help to identify the areas where the practice is bleeding cash, promote growth, increase profitability and decrease stress.

In this high energy, interactive presentation, Dr. Mark Costes uses real world case studies of dentists who have transformed their chaotic and financially depressed practices to models of efficiency, purpose and profitability. Learn the critical numbers that make up overhead and revenue that allow you to control expenses, set benchmarks and adjust when necessary. Establish how to analyze and interpret critical overhead numbers, discover a unique approach to team incentives that empower and create accountability. By taking an active role in understanding cash flow, you will be able to diminish stress and increase practice success.

LEARNING OBJECTIVES

Learn the importance of categorizing, recording and analyzing your practice’s Key Performance Indicators (KPI’s)

Gain the tools necessary to implement an incentive program that will drive revenue and motivate the team

Uncover the most common financial mistakes that dentists make and how to avoid them

Understand the impact of creating the right atmosphere for practice growth and profitability

Develop the skill and understanding to make financial decisions based upon sound practice analytics

SUGGESTED ATTENDEES

Dentists | Practice Owners | Office Administrators

SUGGESTED FORMAT

Up to 3 hour | Lecture | Keynote



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