

CONTINUING DENTAL EDUCATION
School of Dentistry
University of Minnesota

**10th Annual Practice Management Symposium:
Current Trends in Practice Management**

**Friday,
October 15, 2004**

PROGRAM
Earle Brown Conference Center • St. Paul Campus

8:30 Final registration and assembly

8:55 Welcome and introduction

Dr. Patrick Lloyd
Dean, School of Dentistry

9:00 **The Ten Latest Trends in Practice Management**

Ms. Char Sweeney

1. Non-Patient Time
2. Image
3. Staff Compensation Packages
4. Business Savvy Consultants/Coaches
5. Cosmetic Practices
6. Advertising
7. Hygiene Department Efficiency
8. Accounts Receivable
9. Patient Education
10. Improved Technology

10:15 Refreshment break

10:30 **The Ten Latest Trends in Practice Management** (continued)

11:45 Question and answer session

12:00 Luncheon (included)

1:00 **Four Steps to Commitment from Doctors, Patients and Staff**

- defining doctor's expectations
- communicating expectations
- staff expectations
 - commitment to practice philosophy
 - commitment to teammates
- patient commitment to appointments
- continuing care
- case acceptance
- financial arrangements

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Program – page 2

- 2:15 Refreshment break
- 2:30 **Four Steps to Commitment from Doctors, Patients and Staff** (continued)
- 3:45 Question and answer session
- 4:00 Adjourn

*The University of Minnesota gratefully acknowledges an
unrestricted educational grant from
Excel Dental Studios, Inc.,
in support of this annual practice management symposium.*

Guest Speaker

Char Sweeney, CDPMA, of Sweeney & Associates, a Division of Miles & Associates. Ms. Sweeney is a professional speaker and dental practice management consultant. She began her career in dentistry in 1979 as a chairside dental assistant. Ms. Sweeney received a degree in Allied Health Science – Dental Technology and returned to private practice as a business assistant, and eventually, a practice administrator. She has lectured on numerous dental meetings, including the Greater New York, Yankee Dental Congress, Hinman Dental Meeting, the American Dental Association and the Seattle Study Club national Symposium. Ms. Sweeney is a graduate of the Dale Carnegie Institute, a member of the Academy of Practice Management Consultants and has been published in numerous dental journals and newsletters. She has worked in both the clinical and business aspects of dentistry and understands the unique challenges that both areas face.