

CONTINUING DENTAL EDUCATION  
School of Dentistry  
University of Minnesota

11<sup>th</sup> Annual Practice Management Symposium:  
Lost Patients—*How Dentists Lose Money Every Day*

Friday,  
October 14, 2005

PROGRAM

Continuing Education & Conference Center • St. Paul Campus

8:30 Final registration and assembly

8:55 Welcome and introduction

9:00 **How Patients are Lost Every Day**

Ms. Joy Millis

- *lost* new patients
- referrals *lost*
- patients *lost* in treatment
- *lost* to insurance max
- *lost* to another dentist
- recall patients *lost*
- *lost* charts – filed and forgotten
- charts purged – patients *lost* in storage

**Why Bother Stopping the Loss?**

- the huge impact on your bottom line
- the huge medical-legal risk when patients don't come back

**Have You Lost Patients?**

- evaluation of your patient records
- the results

10:15 Refreshment break

10:30 ***Morning Session Continues***

11:45 Question and answer session

12:00 Luncheon (included)

1:00 **Influencing Patients From Day One**

- what to do
- what to say
- what to write
- what if they don't schedule?
- what if they break an appointment?

**Recovering Lost Patients**

- the window of opportunity
- remember Charlotte?
- Joy's system for recovering lost patients
- found patients – monitoring your success
- celebrating your success

**11<sup>th</sup> Annual Practice Management Symposium:  
Lost Patients—How Dentists Lose Money Every Day  
Friday, October 14, 2005**

- 2:15 Refreshment break
- 2:30 *Afternoon Session Continues*
- 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**

**Joy Millis**, President of *Joy of Communication*, an internationally recognized business development firm. Joy has earned the prestigious Certified Speaking Professional (CSP) designation in the National Speakers Association, and is on the visiting faculty at the Medical College of Georgia and the University of Texas where she teaches management excellence for implant dentistry providers. She is a speaker, author, humorist, and practice development consultant with over three decades of hands-on clinical and business results in dentistry. Joy equips and motivates dental health professionals to implement quality-based marketing, communication and management skills.