

CONTINUING DENTAL EDUCATION
School of Dentistry
University of Minnesota

**14th Annual Practice Management Symposium:
5 M's of A Successful Practice**

**Friday,
October 3, 2008**

PROGRAM
Continuing Education & Conference Center • St. Paul Campus

- 8:30 Final registration and assembly
- 8:55 Welcome and introduction
- 9:00 **5 M's of A Successful Practice** **Ms. Sally McKenzie**
- identifying why patients leave a practice
 - understanding your active patient base
 - communicating with patients
 - 4 methods of communicating
- 10:15 Refreshment break
- 10:30 **5 M's of A Successful Practice (continued)**
- dormant patient reactivation
 - how hygienists and assistants communicate
 - developing scripts
 - dormant revenue
- 11:45 Question and answer session
- 12:00 Luncheon (included)
- 1:00 **5 M's of A Successful Practice (continued)**
- recruitment of team members
 - understanding temperament types
 - establishing practice protocols
- 2:15 Refreshment break
- 2:30 **5 M's of A Successful Practice (continued)**
- establishing system monitors
 - controlling overhead expense
 - determining a successful recall system
- 4:00 Adjourn

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Program -page 2

Speaker

Sally McKenzie, Certified Management Consultant and nationally known lecturer and author. Ms. McKenzie is CEO of McKenzie Management, which has provided highly successful and proven management services to dentistry since 1980. McKenzie Management offers a full line of educational and management products as well as a vast array of practice enrichment programs and team training. Ms. McKenzie is the editor of the e-Management newsletter and The Dentist's Network newsletter sent complimentary to practices nationwide. She is a Contributing Editor to *Dentistry Today* magazine and sits on the advisory boards of several dental companies.

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unrestricted educational grant from
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