

**CONTINUING DENTAL EDUCATION**  
School of Dentistry  
University of Minnesota

**13<sup>th</sup> Annual Practice Management Symposium:  
Creating a Cutting Edge Practice**

**Friday,  
October 12, 2007**

PROGRAM

Continuing Education & Conference Center • St. Paul Campus

- 8:30 Final registration and assembly
- 8:55 Welcome and introduction **Dr. Michael Till**  
*Professor*  
*Division of Pediatric Dentistry*
- 9:00 **LECTURE: No Such Thing as “The Perfect Practice”** **Dr. Hugh Doherty**
- Control and operate your practice like a business
  - Planning makes the difference—instituting changes without difficulty
  - Keys to success—attitude, commitment and discipline
  - Implementing systems—increase profitability, production and lessen stress
  - Personnel system—getting things done through people, developing a winning staff
- 10:15 Refreshment break
- 10:30 **LECTURE** (continued)
- Leadership system—how to get staff to follow the leader
  - Business plan system—it's not how much you make that counts, but how much you keep
  - Customer relationship management system—develop long term relationships
- 11:45 Question and answer session
- 12:00 Luncheon (included)
- 1:00 **LECTURE** (continued)
- Marketing/Sales systems—understanding how and why people buy
  - Hygiene system—profitable ... not an undervalued resource in the practice

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2:15 Refreshment break

2:30 **LECTURE** (continued)

- Financial system—happiness is getting paid for what you do
- Time management system—efficient time management is critical

3:45 Question and answer session

4:00 Adjourn

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unrestricted educational grant from  
Excel Dental Studios, Inc.,  
in support of this annual practice management symposium.*

**Guest Speaker**

**Hugh F. Doherty, D.D.S., CFP.**, CEO of Doctor's Financial Network, a company dedicated to assisting health professionals to develop personal, professional and financial strategies. Dr. Doherty is a Certified Financial Planner, Registered Investment Advisor, national lecturer, author, management and financial consultant to the dental profession. He has been involved in all aspects of practice relationships ranging from associate, sole proprietor, partnership, and professional corporation. His varied background in the field of dentistry, years of research and study at Harvard University Graduate School of Business and the College of Financial Planning make him uniquely qualified to educate in all aspects of the business and financial world. Dr. Doherty has been an adjunct faculty member at most of the dental schools in the country where he has conducted numerous continuing education courses on motivation, leadership, productivity, marketing, personal and practice financial control. He has made presentations in every state in the U.S. and has been a featured speaker at all the major dental societies and meetings in the U.S., Canada and Puerto Rico. Dr. Doherty has authored over 300 manuscripts on management and finance, and currently is author of the monthly column "Money Smart" published in *Dental Economics*. He has participated as lecturer and consultant to the American Dental Association, Council on Dental Practice.