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Is your dental practice as profitable as it could be (45% or better profits)? ?

Can you make corrections in your business strategies based on your numbers? ?

Are you creating the income you deserve? ?

Are you comfortable handling staff conflicts? ?

Does your practice consistently serve as the vehicle to the quality of life you desire? ?

**IF YOU ANSWERED "NO" TO ANY OF THE THESE ?'s YOU NEED TO ATTEND THIS TWO-DAY WORKSHOP!**

**August 2nd & 3rd  
Atlanta, GA**

**Jennifer C. McDonald**  
DMA Consultant and Managing Partner



**Day 1** Crush Your Overhead and Boost Your Production:  
9am-4pm Managing By-the-Numbers

- Boost practice profiles and cash flow
  - Decide when to hire – or add a treatment room
  - Evaluate and set fees appropriately
  - Understand what your numbers are telling you
  - Compare your numbers to known benchmarks\*
  - Identify and fix practice growth problems
  - Evaluate salaries and bonuses relative to profitability
  - Create a marketing budget
- \*Specialists - We'll share specialty benchmarks.

**Day 2** Empower Your Employees:  
9am-4pm Effective Leadership Principles

- Handle conflict situations
- Empower the team
- Understand the truth about motivation
- Develop the characteristics of a Leader
- Strike a balance – Personal and Professional Goals
- Identify the barriers to success
- Create a plan to implement what you learn

**REGISTRATION: reserve your spot today! Call Brenda @ 770-557-8557 or fill out and fax the below form to 888-488-1366.**

**\$695 Dentist; \$595 each additional Staff/Spouse (limit 3 per practice)**

**Breakfast and lunch included**

**\*10% SAVINGS  
for Dental Management Advisors  
or Willeford Group Clients**

**EARLY BIRD REGISTRATION:  
Register by April 30th & save an additional 10%**

NAME:		TOTAL # OF ATTENDEES:	
<input type="text"/>		<input type="text"/>	
PRACTICE ADDRESS:			
<input type="text"/>			
PHONE #:	EMAIL:		
<input type="text"/>	<input type="text"/>		
CREDIT CARD NUMBER:	EXPIRATION DATE:	SECURITY CODE:	
<input type="text"/>	<input type="text"/>	<input type="text"/>	