

**Course fee:**

\$3,997 AGD Member and Pitt Dental Alumni  
\$4,997 Non-AGD Member

**Payment plan:**

**Payment Plan A (two payments)**

First Installment: Due December 1, 2011  
AGD Member: \$2,011  
Non-Member: \$2,512.50

Second Installment: Due March 1, 2012  
AGD Member: \$2,011  
Non-Member: \$2,512.50

Fax registration to: 717-737-4683  
OR mail to : Attention: April Hutcheson,  
PAGD Executive Director  
1125 Windsor Road  
Mechanicsburg, PA 17050

**For more information contact:**

April Hutcheson at 717-737-4682 or  
ahutcheson@comcast.net

Dr. Eric Shelly, DMD, MAGD at eric.shelly@verizon.net

**PAGD policies**

Cancellation: PAGD may cancel or postpone any course or activity because of insufficient enrollment or other unforeseen circumstances. If a program is postponed, PAGD will refund registration fees, but cannot be held accountable for other costs, charges or expenses.

Refunds: Refunds will be made for cancellations received by February 1, 2012, less a \$100 processing fee. After that, the individual or organization will be held responsible for the fee. Anyone who is registered but cannot attend may send a substitute.

# Business Essentials for Dental Practices



The Katz Graduate School of Business and the PAGD have partnered to create a business program for dental practices so they can **acquire the business savvy** needed to run an **efficient practice and increase profits.**



**March 23-25 and June 8-10, 2012**

A unique educational opportunity to learn real world business strategies focused on the needs of dental practices

CENTER FOR EXECUTIVE EDUCATION  
4227 Fifth Avenue  
5th floor, Alumni Hall  
Pittsburgh, PA 15260

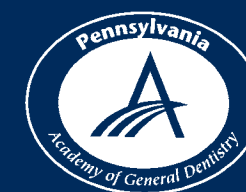
Phone: (412) 648-1600  
Email: [exeducation@katz.pitt.edu](mailto:exeducation@katz.pitt.edu)  
Web site and Registration: [www.pagd.org](http://www.pagd.org)

Registration and payment may also be made online at:

[www.pagd.org](http://www.pagd.org)

UNIVERSITY OF PITTSBURGH  
**PITT BUSINESS**

Executive MBA Programs  
Center for Executive Education



University of Pittsburgh  
*Joseph M. Katz Graduate School of Business*

**“Incredibly talented instructors who were not only very knowledgeable of their material but were also very effective educators.”**

**- Robert Esser, DDS, MAGD, LLSR  
Erie, PA**



## About This Program

Business Essentials for Dental Practices is a unique educational opportunity to learn real world business strategies from the prestigious faculty of the Katz Graduate School of Business of the University of Pittsburgh. In cooperation with the Pennsylvania Academy of General Dentistry the Katz School faculty have created a curriculum that is clearly focused on the needs of practicing dentists.

If you look outside of the dental profession into the business world, companies are rarely run by those with no business training. Why do dentists try to do it? Real world business owners understand that managers need to be trained in areas of operations, human resources, leadership, and accounting. They invest in this training because they know it will help their business to grow and prosper. In the fast paced world of change that we live in, the managers with the most knowledge and training are the ones that will most readily be able to adapt and navigate their businesses. Business Essentials for Dental Practices is your key to opening up the knowledge you need to run your practice like a business.

## Who Should Attend

- Dentists
- Dental students
- Dental office managers
- Practice management consultants

## You Will Learn

You will learn what it takes to be the general manager of a dental practice and how to make decisions based on sound business practices. What you will take away:

- Marketing strategies to grow your practice
- Leadership skills to create a culture of innovation to motivate your staff
- A better understanding of your motivations, work habits and personality type
- Management best practices

**“I have returned to work energized, and with a renewed focus on improving our environment, communication skills, and teamwork. I will revisit my values, philosophy and mission statement, and will engage my staff when reviewing and modifying them.”**

**- John Rinehart, DMD, MAGD  
Danville, PA**

# What would an MBA say about the way your practice is run?

## Program Outline

### DiSC Assessment

- Discover your DiSC® Style
- Measure your levels of Dominance, Influence, Conscientiousness and Steadiness
- Better understand your motivations, your work habits and your personality type
- Learn more about your strengths and weaknesses

### The Dentist as General Manager and Strategic Planning

- Management best practices
- Decision-making
- Business functions
- Resource allocation process
- Restructuring and steward leadership
- Developing a strategic plan

### Marketing Tactics and Strategies for Practicing Dentists

- Key elements of marketing professional services
- Seven key marketing tactics for successful dental practices
- Manage word-of-mouth and referrals and don't let them happen to chance
- Develop a customer-centric culture
- Niche marketing as a growth strategy

### Change Management and Personal Effectiveness

- Motivate people to be innovative
- Creating an environment where innovation can exist and be rewarded
- Gaps between rhetoric and realities regarding our company and business

### Keys for Award Winning Customer Service and Application

- Promote customer word-of-mouth
- Perform service-recovery to grow your practice
- Align your staff with your most desired customers
- Relentlessly build customer relationships by “Finishing-Strong”
- Establish service rituals (and stick to them)
- Measure customer's perception of your service

### Leadership and Reward Systems

- Communication process and styles
- Designing clear, concise messages to improve management performance
- Effective leadership and management roles
- Develop a performance improvement, implementation and action plan
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### Strategic with Application

- Organizations and environments
- Customer and client value creation
- Organizational survival and success in a changing world



**“I came to the Katz School as I was struggling with the business side of running my own dental practice. They transformed my thinking from that of a doctor to one of someone who owns and operates a dental-based business. What I learned made a huge impact on what I do.”**

**- William L. Hoch, DMD, MBA, MIF, MAGD  
Beaver, PA**

**Register online at: [www.pagd.org](http://www.pagd.org)**

## Registration Form

### Business Essentials for Dental Practices

March 23-25 & June 8-10, 2012

Please complete this form and return to PAGD, copy and fax to: (717)-737-4683 or 1125 Windsor Road, Mechanicsburg, PA 17050

### Fees/# Attending

#### AGD Members and Pitt Dental Alumni

# Attending \_\_\_\_\_ x \$3,997.00/ea = \$ \_\_\_\_\_

#### Non-AGD Members

# Attending \_\_\_\_\_ x \$4,997.00/ea = \$ \_\_\_\_\_

#### For those who can only attend one weekend...

# Attending March 23-25 \_\_\_\_\_ x \$2,297.00/ea = \$ \_\_\_\_\_

# Attending June 8-10 \_\_\_\_\_ x \$2,297.00/ea = \$ \_\_\_\_\_

#### Previous attendees may attend any portion or all of the course for discount.

# of Returning Doctors/Staff \_\_\_\_\_ x \$997/ea = \$ \_\_\_\_\_

Full Name \_\_\_\_\_

Degree \_\_\_\_\_ AGD Number (if applicable) \_\_\_\_\_

Address 1 \_\_\_\_\_

Address 2 \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email Address \_\_\_\_\_

Phone Number \_\_\_\_\_

### Payment Information Check one

- Check enclosed for full tuition  
 Check enclosed for installment # \_\_\_\_\_  
 Charge my first installment of \$ \_\_\_\_\_ to my credit card

Circle one: Visa Mastercard American Express Discover

\_\_\_\_\_ I authorize my installment balances to be charged to my credit card circled above on the due dates as listed.

CC Billing Address and Zip \_\_\_\_\_

Card Number \_\_\_\_\_

Name as it appears on card \_\_\_\_\_

Expiration Date \_\_\_\_\_

CVV Security Number (3 digit code on back of card) \_\_\_\_\_

Signature \_\_\_\_\_

Approved PACE Program Provider FAGD/MAGD Credit Approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement. (6/1/2009) to (5/31/2014)