

Sacramento District Dental Society introduces its latest CE offering:

THE DOCTOR AS CEO

YEAR ONE: PRESENTED BY VIRGINIA MOORE & DEBBIE CASTAGNA

Effective management and able leadership are more than just nice 'pipedreams'. They are attainable skills that, once learned, result directly in two bottom line-boosting outcomes: higher profitability and lower stress. Learn how to better manage your practice and more confidently lead your staff in a comprehensive study club atmosphere, with the guidance and support of two of the dental industry's most experienced and respected professionals. This **6-SESSION COURSE** is a **must** for every dentist. **Each attendee will receive A BOXED SET OF THREE BOOKS AND ONE CD (a \$369 value!) to support the implementation of your goals back at the office!**

- Ensure that overhead expenses are within a healthy industry range
- Learn proven strategies for consistently reaching — even exceeding — your profitability goals
- Establish productivity goals that are based on history, expenses and potential (not just "should be's")
- Assemble a great staff with a proven hiring system: sample ads, telephone screening form, a 3-step hiring process, and much more
- Benefit from an arsenal of forms, letters and management processes that bring results — no more re-creating the paper wheel for every new practice situation
- Finally, enjoy the peace of mind (and decreased stress) that comes with knowing your practice is being led by a new and confident 'CEO'!

VIRGINIA MOORE AND DEBBIE CASTAGNA'S experience and expertise range from work in private practice to founding their total practice resource company, *The Practice Source*. *The Practice Source* provides dental management consultancy and top-quality dental practice management resources. Virginia and Debbie are popular and highly sought-after speakers, and frequently appear on the platforms of some of the largest dental conventions in the country, including the California Dental Association, the Thomas P. Hinman Meeting and the Yankee Dental Congress.

Between them they have more than 30 years of professional management consulting experience, and are members of the prestigious National Speakers Association and Academy of Dental Management Consultants.

They are co-authors of practice management resource guides *The Doctor as CEO* and *The Ultimate Staff*. They can be contacted at vmoore@ThePracticeSource.com or dcastagna@ThePracticeSource.com. To learn more, please visit their website at www.thepracticesource.com.

\$1620

EARLY BIRD PRICE

(on or before Sept 30, 2007)

\$1800

REGULAR PRICE

(after Sept 30, 2007)

NON-MEMBER PRICES DOUBLE

6 SESSIONS:

6:30pm—9:00pm
2.5 hours/CEU each
(Category II)

Sacramento Hilton
— Arden West

(2200 Harvard St, Sacramento)

Wednesday,
October 17, 2007

Thursday,
October 18, 2007

Wednesday,
November 7, 2007

Wednesday,
January 16, 2008

Wednesday,
March 5, 2008

Wednesday,
April 16, 2008

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Name: _____ Designation: _____

Address: _____

City/State/Zip: _____

Telephone: (____)____-____

Payment Method: Check Visa MasterCard Bill Me **TOTAL: \$** _____

Cardholder Name: _____

Card #: _____ Exp. Date: ____/____

Security Code (3-digit number on back of card): _____

Billing Address: _____

PLEASE FAX OR MAIL REGISTRATION FORM TO:

Sacramento District Dental Society: 915 28th Street • Sacramento, CA 95816

Phone: 916.446.1227 • Fax: 916.447.3818 • www.sdds.org

COMING 2008—2009: YEAR TWO — THE ULTIMATE STAFF

Make meetings enjoyable & productive • Make the patient experience enjoyable & productive • Give your staff the tools they need to schedule the “ideal day” • Structure a win-win-win recare system • Take the stress & discomfort out of making payment arrangements

CANCELLATION POLICY:

Full refund granted less \$25 administration fee, if received in writing by September 1, 2007. NO REFUNDS after September 1, 2007 or for NO SHOWS (including registrations received after this date). Substitutions OK.



TRY IT OUT!

1-CLASS TRIAL OFFER
(OCTOBER 17, 2007)

\$200

Full course \$1620
(until September 30, 2007)

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