

WVU School of Dentistry and Alumni Association Fall Conference

SEPTEMBER 27, 2019

Dr. James E. & Joan B. Overberger Endowed Lecture Presents:

The Successful 21st Century Practice: Why Some Practices Are Highly Successful... and Others Are Not

Roger P. Levin, DDS

Morgantown Marriott at Waterfront Place
Morgantown, WV



Dr. James E. & Joan B. Overberger Endowed Lecture Presents:
The Successful 21st Century Practice: Why Some Practices Are Highly Successful... and Others Are Not



Considered the foremost authority on dental practice success, Dr. Levin has dedicated his career to improving the lives of dentists. Dr. Levin is a third-generation general dentist and the Chairman and CEO of Levin Group, Inc., a leading dental management consulting firm that has worked with over 26,000 dentists and specialists.

One of the most sought-after speakers in dentistry today, Dr. Levin frequently lectures at major dental meetings. The author of 68 books and more than 4,300 articles, he is a regular contributor to JADA, Dental Economics, Inside Dentistry and other industry publications. He has been interviewed by The Wall Street Journal, The New York Times and Time magazine. Full bio at <http://ce.wvu.edu/fall-dentistry/>

COURSE DESCRIPTION

Dentistry is changing at the fastest pace in history. Some practices are thriving, while others are not. What sets one practice on a path of success while another struggles? The difference stems from the decisions and actions that dentists take in the 21st century to continue to grow and protect their future. Every practice today needs a growth and success plan and it is easier than you think.

This seminar is dedicated to showing any dentist and team the right way to accelerate practice growth and success in a vastly more challenging environment. Dr. Roger Levin has advised practices ranging from start-ups to large dental groups and will teach the proven methods and strategies that create a high level of sustainable success. He will showcase comparative studies of practices in similar situations where one practice has double the production and profit of another in the same geographic area.

Many dentists today are frustrated because they lack the business background to implement the right changes in the right way for today's more competitive environment. This seminar cuts through the clutter and theory and goes right to the heart of what needs to be done and how to do it. This highly practical presentation is excellent for both doctors and dental team members and it will take your practice to the next level.

TARGET AUDIENCE

This course is recommended for the entire dental team.

COURSE OBJECTIVES

Following this lecture-based course, participants should be able to:

- Implement strategies to increase production ASAP
- Identify ten statistics that will determine your future
- List six customer service strategies that "WOW" patients
- Describe six things great leaders do differently
- Identify six changes in dentistry that can make or break a practice
- Describe how to properly bring in a new patient
- List five things to do when greeting every patient
- Determine ways to work 5-10 less years
- Describe how to improve scheduling by 20%

REGISTRATION

Please submit your online registration and credit card payment at ce.wvu.edu, or complete the attached registration form and return by September 20, 2019, to the WVU Office of CE along with your check payment. Registrations received by September 20, 2019, will be confirmed via email.

SCHEDULE

| | |
|----------|---|
| 7:30 am | Registration, Breakfast, Exhibit Visitation |
| 8:30 am | Session I |
| 10:00 am | Break/Exhibits |
| 10:15 am | Session I continued |
| 12:00 pm | Lunch |
| 1:00 pm | Session II |
| 2:30 pm | Break/Exhibits |
| 2:45 pm | Session II continued |
| 4:30 pm | Adjourn |

MORGANTOWN MARRIOTT AT WATERFRONT PLACE

A limited number of rooms have been reserved at a reduced rate for September 26, 2019. When reserving a room, please reference the September 27 WVU School of Dentistry & Alumni Association Fall Conference.

CREDIT

The WVU School of Dentistry is an ADA CERP Recognized Provider. ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry.

The WVU School of Dentistry designates this activity for 6.5 continuing education credits.

Participants are cautioned about the potential risk of using limited knowledge when incorporating new techniques and procedures into their practices.

Concerns or complaints about a CE provider may be directed to the provider or to the Commission for Continuing Education Provider Recognition at ADA.org/CERP.

ADDITIONAL INFORMATION/CANCELLATIONS

For more information on this and other upcoming CE conferences, contact the Office of CE at 304-293-3937, visit our web site at www.ce.wvu.edu or e-mail us at ce@wvu.edu. Important: If you are unable to attend the conference after you have registered, you must notify us by September 20 to receive a refund. No refunds for conference fees will be made after September 20. A \$50 fee will be charged for all cancelled registrations.

DISCLOSURE

All those in a position to control content of this program have indicated that they have no relevant interests to disclose.

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**The Successful 21st Century Practice: Why Some Practices Are
 Highly Successful... and Others Are Not**

September 27, 2019 at The Morgantown Marriott at Waterfront Place, Morgantown, WV

CE Course Registration

Please submit your online registration and credit card payment at www.ce.wvu.edu, or complete the registration form below and *return by September 20, 2019*, to the WVU Office of CE along with your check payment. Registrations received by September 20, 2019, will be confirmed via email.

Name: _____ Profession: DDS RDH Other: _____

Professional License Number: _____ Primary State of Licensure: _____ Date of Birth: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Primary Phone: _____ This phone is a: work home cell

Email: _____ Specialty: _____
 (required for confirmation letters and certificates)

| CE Course Registration ONLY | <u>BEFORE Sept 20</u> | <u>AFTER Sept 20</u> | Web Registration and payment available online: www.ce.wvu.edu |
|--|---------------------------|--------------------------|--|
| <input type="checkbox"/> Paid Alumni Association Dentist | \$345 | \$375 | |
| <input type="checkbox"/> Paid Alumni Association Hygienist | \$160 | \$180 | |
| <input type="checkbox"/> Current WVU School of Dentistry Faculty/Staff | \$160 | \$180 | |
| <input type="checkbox"/> Current WVU School of Dentistry Resident | \$50 | \$65 | |
| <input type="checkbox"/> Current WVU School of Dentistry MS/Resident | \$50 | \$65 | |
| <input type="checkbox"/> Current WVU School of Dentistry RHEP | \$160 | \$180 | |
| <input type="checkbox"/> Staff (assistant, office manager, etc.) | \$170 | \$190 | |
| <input type="checkbox"/> Other Dentist | \$395 | \$425 | |
| <input type="checkbox"/> Other Hygienist | \$170 | \$190 | |

Students: please contact Cathy Boyce at caboyce@hsc.wvu.edu for registration information.

How do you prefer to receive your conference handouts? (CHOOSE ONE)
NOTE: If you choose an online packet, you will not receive paper handouts.

Paper (Available at Check-in) Online (Link Provided Week of Conference)

Please note: we can no longer accept credit card payments by mail or registrations via fax.

If paying by mail: Make check payable to West Virginia University.

If you have special needs (dietary, access, parking) please describe: _____

WVU Office of CE, P.O. Box 9080, Morgantown, WV 26506-9080
 Email: ce@hsc.wvu.edu Phone: 304-293-3937

WVU is an EEO/Affirmative Action Employer. Underrepresented class members are encouraged to apply. This includes: minorities, females, individuals with disabilities and veterans.



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P.O. Box 9080 - FD
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Address Service Requested

