

New Webinar Series for Dentists and Team Members

"When Periodontal Pockets Close Patient Pocketbooks!"

With Cindy McKane-Wagester RDH, MBA

Don't miss our April Webinar series with our coach, Cindy McKane-Wagester. April 10 and April 17, 2009. Each Friday Cindy will spend two hours with you on the phone and simultaneously on the Web as she teaches her intensive hygiene course entitled "When Periodontal Pockets Close Patient Pocketbooks!" Cindy is a savvy hygienist with nearly 30 years experience who is a regular columnist with Dental Economics, The Profitable Dentist, The RMI Dental Success Letter and Dental Office. You'll love the interactive style of this program as audience members nationwide share ideas, concepts and systems that work. Here's just some of what you'll learn from this amazing presentation:

- The #1 response you hear when you present perio treatment?
- The two biggest factors that halt treatment.
- A 'good and bad' case presentation that will shock and amaze you.
- The three reasons people say "No!"
- Why treatment plans must be closed in the clinical arena.
- The ADA says only 50% of patients are on re-call... learn how to change that!
- The one question you MUST ask before you present treatment.
- Patient financing... why you need an external and internal financial policy.
- Guiding principles for collecting money.
- The two things every patient must have before they leave your office.
- The solution for credit-risk patients.
- Why 80% of patients have dental insurance and why you shouldn't drop it completely.
- The "sneaky" thing insurance companies do with pre-determinations.
- Insurance codes: CDT-5, CDT D0180... how to use them.
- American Financial Services- Outside Financials. The best company to use.
- CDT 1110... the special "challenge" of this code /CDT 1204 + 1203... the adult flouride change.
- The "85:15 Rule" and why you MUST do this.
- CDT 4342... a positive change with this code, how to implement it and where to "place" exam.
- The five things you MUST submit with insurance claims to get perio coverage.
- www.perio.org- a fascinating web site and how to use this.
- The "complete change" in full-mouth debridement/the code is different now.
- How to bundle fees for higher insurance coverage.
- Why you must send your FEE schedule to all insurance companies you accept to raise profits.
- PreViser Risk Assessment
- www.Newdocs.com
- How to get the "dental light bulb" to go off! The 15 factor.
- What % of overall production (to total practice production) can hygiene achieve?

CE certification will be presented to members who complete the 4 hour long program.

Added Bonus: Every participant will receive a 165 page SOP hygiene manual that can be customized. AND during the program we will put together a comprehensive periodontal protocol and complete the periodontal treatment plan packaging.

When: Friday April 10 and Friday April 17th 2009 , 12:00 EDT, 11:00 CDT, 10:00 MDT, 9:00 PDT

Cost: \$50.00 each session for each participant. Each office will receive a free practice audit AND a free personnel manual AND a 60 day membership to www.dentalsuccess.biz online LIVE seminar website.

Yes, please contact me about Cindy's Webinar series. [Click here to register](#)

Name: _____ Phone: _____

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