

THE PARAGON

# BUSINESS

ACADEMY 1.0



## PROGRAM DETAILS

**The Paragon Business Academy 1.0™** is specifically designed to lay the foundation for an efficient and productive front office team. Attendees will walk away with some great tips and techniques for goal scheduling, maximizing staff delegation, communication between the front and back, financial policies, and verbal skills to get your patients excited to work with you. An outline of our program has been provided to maximize the productivity of this event.

### Thursday, August 9, 2018

9:00 a.m. to 10:30 a.m.	Module #1	The Language and Metrics of Goal Setting
10:45 a.m. to 12:00 p.m.	Module #2	Objectively Developing Doctor and Hygiene Goals
12:00 p.m. to 1:30 p.m.		Lunch
1:30 p.m. to 3:00 p.m.	Module #3	PPOs and Profitability
3:15 p.m. to 4:30 p.m.	Module #4	Designing Your Schedule to Achieve Your Goal!

### Friday, August 10, 2018

7:00 a.m. to 8:30 a.m.	Module #5	Strong Goals Demand Strong Philosophy
8:45 a.m. to 10:15 a.m.	Module #6	Collections – Everyone Has Money for What They Want
10:30 a.m. to 12:00 p.m.	Module #7	Huddle Energy and Case Presentation



Linda Marek is the Vice President of Paragon Management Associates, a practice management firm specializing in dentistry. She graduated from the University of Detroit with Dental Hygiene and business degrees. Linda has held various positions of increasing responsibility in successful dental practices from dental hygienist, dental assistant, business coordinator, and public relations director as well as in the sales of dental supplies. Linda has been consulting for the past 30 years and has facilitated and guided over 500 dental offices to create a dynamic collaboration, based on excellence and ethics, between the dental team and the dental patient.

*Linda Marek may discuss various products or services during the lecture program. Neither she nor Paragon Management receives any type of financial compensation for mentioning these products, which are based purely upon client feedback and industry statistics. Paragon Management strives to use unbiased statistics and market research.*

## YOU WILL LEARN

1. How monthly goal achievement is a methodical quest that must be studied and reviewed daily.
2. How having PPOs in your practice means being organized for profitability.
3. How to ask for a down payment when scheduling to reduce cancellations / broken appointments and increase daily goal achievement.
4. How to create a regular billing cycle to even out work load and cash flow.
5. How financial arrangements increase case acceptance and profitability of scheduled appointments.
6. How an effective case presentation follow-up system increases case acceptance.

## HOTEL INFORMATION

### **Hyatt Regency Columbus**

\$169/night

(614) 463-1234

### **Hampton Inn & Suites**

\$149/night

(614) 559-2000

### LOCATION

#### **Columbus Convention Center**

*Short North Ballroom*

400 N High Street  
Columbus, OH 43215  
(614) 827-2500

**Reservations are confirmed on a first-come, first-served basis and must be made directly with the hotel. To obtain our group rate, mention you are with Paragon Management. Reservations must be made by Wednesday, July 18, 2018 to ensure the Paragon preferred rate.**

## FLIGHT INFORMATION

When researching airfare, Paragon suggests using search engines like Expedia and Travelocity to find the best available airfare. Always book your airfare directly through the airline!

Denver (DEN) to CMH	\$167	Baltimore (BWI) to CMH	\$214
New York (ISP) to CMH	\$380	Indianapolis (IND) to CMH	\$318
Chicago (MDW) to CMH	\$262	Orlando (MCO) to CMH	\$190

Flights researched on [southwest.com](http://southwest.com) and/or [expedia.com](http://expedia.com)

## **PLEASE REMEMBER**

1. Bring a sweater or jacket (meeting rooms are often very cold).
2. In order to send everyone on his or her way before rush hour, we will not take a lunch break on Friday. You are welcome and encouraged to bring snacks.
3. A list of restaurants with lunch and dinner options is provided in the notebook Paragon will give you at the meeting.
4. Don't forget to do your homework and run your reports. They are critical during the meeting.

If you have any questions regarding how to pull the requested reports please contact your **dental software representative**. If you are unable to pull every report requested we simply ask you to do your best. These reports will help when walking through the various exercises outlined in our program.

## **PLEASE BRING**

1. Calculator for each person attending.
2. Five different colored highlighters or colored pencils per person.
3. Two weeks of schedules (both doctor and hygiene) - please bring 2-3 copies.
4. A combined Production-by-ADA Code report for December, January and February (individual codes, not a summary report). It is extremely helpful to bring a copy of this report for everyone in attendance.
5. 2018 Annual production goals - both doctor and hygiene.
6. Monthly break-even point (dollar amount) or average monthly collections for 2018.
7. An adjustment report for the previous six months.
8. Completed Production and Collection Goal Worksheet (attached).
9. Summary page from the previous six months Accounts Receivable report.
10. Your Morning Huddle Agenda form.
11. Your Team Meeting Agenda form.
12. Names of the PPO contracts to which you belong with the average percentage of write off per plan.
13. Following expense percentage:
  - a. Facility
  - b. Staff Compensation (all taxes, benefits, etc. included)
  - c. Laboratory
  - d. Dental Supplies

## RECOGNIZED PROVIDER

We feel continuing education is vital to the success of your practice and personal growth. Paragon has gone to great lengths to ensure that our participants receive continuing education credits for every Academy we offer. Recognition term: November 2017 – December 2020.

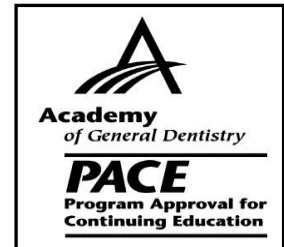
Paragon Management is an approved provider of Continuing Dental Education, and acknowledges that all courses relating to the areas of human resources and practice management aspects of dentistry are accepted by the AGD (PACE), ADA (CERP).

ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of dental education. ADA CERP neither approves nor endorses individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry. Concerns or complaints about a CE provider may be directed to the provider or to ADA CERP at [www.ada.org/gotocerp](http://www.ada.org/gotocerp).

## CANCELLATION / REFUND POLICY

Paragon reserves the right to modify the advertised course content or change the times and dates of any courses offered. In such a case, a full refund will be issued for any party who is not able to accommodate the change in their schedule. Also, please note that Paragon is not responsible for participant reimbursement of airline tickets, hotel reservations, or any other incurred expense in the event that a course is altered or changed.

All registration fees may be processed at the time of registration or thereafter leading up to the program start date. Cancellations received the day of the course may not be eligible for a full refund; however, registrants may choose to receive a credit toward a future course Paragon offers.



## 2018 Production & Collection Goal

2018 Production Goal \$ _____				2018 Collection Goal \$ _____			
	Production	<Adjustments>	Net Production		Collection	<Refunds>	Net Collections
January				January			
February				February			
March				March			
April				April			
May				May			
June				June			
July				July			
YTD Totals				YTD Totals			
Doctor Days Remaining in 2018				Hygiene Days Remaining in 2018			
	Dr 1	Dr 2	Dr 3	Hyg 1	Hyg 2	Hyg 3	Hyg 4
August							
September							
October							
November							
December							
Remaining Days							

— FOUR WAYS TO —  
**REGISTER**

**1 WEB**  
theparagonprogram.com

**2 PHONE**  
800-448-2523

**3 MAIL**  
120 Northwoods Blvd.  
Columbus, OH 43235

**4 FAX**  
614-433-7921

**Please print or type**

\_\_\_\_\_  
Name- Title

\_\_\_\_\_  
Name- Title

\_\_\_\_\_  
Name- Title

\_\_\_\_\_  
Name- Title

\_\_\_\_\_  
Name- Title

\_\_\_\_\_  
Name- Title

Doctor(s) attending?  Yes  No

\_\_\_\_\_  
Doctor's Name

\_\_\_\_\_  
Doctor's Name

\_\_\_\_\_  
Mailing Address

\_\_\_\_\_  
Website

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

\_\_\_\_\_  
E-mail Address

\_\_\_\_\_  
Telephone

\_\_\_\_\_  
AGD Member #

\_\_\_\_\_  
Fax

\_\_\_\_\_  
ADA Member #

**Method of Payment**

I am a Paragon Member – **NO FEE**

I am a former client of The Paragon Program—**\$497**

Guest Fee—**\$997**

Check

Visa

MasterCard

American Express

\_\_\_\_\_  
Credit Card #

\_\_\_\_\_/\_\_\_\_\_  
Exp. Date

\_\_\_\_\_  
Signature

**The Paragon Business Academy™ – August 9-10, 2018 – Columbus, OH**



Paragon Management is a CERP-approved provider of Continuing Dental Education, and certifies that all courses relating to the areas of human resources and practice management aspects of dentistry are acceptable by the AGD (PACE), ADA (CERP).



All attendees will receive a total of 12 CEUs for this 2-day Academy.