

YEAR END EVENT

WASHINGTON, D.C. | DECEMBER 6 – 7, 2018



Mr. Tony Caxide

Mr. Bill Rossi

Mr. Ken Runkle

Dr. Tom Snyder

Our goal is for all Paragon practices to be able to say... "I have a profitable, growing practice, and I am on my way to financial independence!" We believe the profitability of your practice and your finances are inextricably intertwined. With that in mind, we have created an event uniquely designed to help you grow and thrive in each of these areas. Industry leaders will equip and inspire you to understand how this looks for you.

Our program will be held at the distinctive 5-star Ritz- Carlton Washington D. C. hotel located at 1150 22nd Street, Washington, D.C. 20037. Reservations are confirmed on a first-come, first-served basis and must be made directly with the Ritz Carlton by calling **202-835-0500**. We have secured outstanding rates for our clients. Be sure to mention you are with Paragon Management to obtain the group rate. Reservations must be made by **Wednesday, November 14, 2018** to ensure the Paragon preferred rate of \$369/ night. Please note rooms will go quickly and this hotel will reach sell out status over these dates of our event.

The Paragon Senior Consulting Team will kick things off for the ninth consecutive year with their annual segment "60-IN-60 Best Practices, Pearls and Products". Hamilton Capital Managements CIO Tony Caxide, will be with us for the sixth consecutive year, providing his annual financial market perspective update and presenting on how you can obtain financial freedom. Paragon's President Ken Runkle, will present his annual Year End Review segment, one that has been the highlight of our program for over 25 years. These and many more topics will be presented as part of our marquee Year End Event as we say goodbye to 2018 and welcome in 2019.

During our lunch break on Thursday, we are excited to welcome back Mr. Tony Caxide, the Chief Investment Officer for Hamilton Capital Management, as he presents his 6th annual financial market perspective update. HCM is sponsoring lunch for those who register for this presentation. If you ***plan to attend*** be sure to check the appropriate box on the RSVP page. If not, feel free to make alternative lunch plans. There are some great options in the area.

We hope you will join us for what promises to be an incredible two day event that will give you tangible pearls and information that will greatly benefit you, your practice and your life. After making your hotel reservations, please contact the Paragon team at (800) 448-2523 to get registered. We look forward to seeing you in Washington, D.C.

THURSDAY, DECEMBER 6

7:00 – 8:45 a.m.

SESSION ONE

PARAGON SENIOR CONSULTING TEAM: *Best Practices, Pearls, and Products*

We are excited to welcome back Paragon's Senior Consulting Team for our annual 60-IN-60 segment for our 9th year in a row. Our team has nearly 100 years combined experience consulting in dental practices in over 30 states. They will share some of the best practices, pearls, and products being used by successful practices.

9:00 – 10:15 a.m.

SESSION TWO

MR. BILL ROSSI – *Top Ten Things You Need to Know about Your PPO's*

The right "plays" with PPO's can have a substantial impact on your bottom line. We feel Bill Rossi and his team at Advanced Practice Management have one of the deepest experiences in dealing with PPO issues. He will share how to take back control from the PPO's! He has helped multiple offices gain tens of thousands of dollars in collections through the right PPO approach. He is here to help you find the right approach for your practice.

10:45 a.m. – 12:00 p.m.

SESSION THREE

MR. BILL ROSSI – *Management by Fear*

Bill Rossi has over 35 years in the dental industry. His firm, Advanced Practice Management, LLC is actively involved in the ongoing management of over 250 practices. During this session Bill will present why courage is just as important as hard work, skills and integrity for long term practice success.

12:00 – 1:45 p.m.

SESSION FOUR –during our lunch break

MR. TONY CAXIDE: *Market Trends- 6th Economic Update*

Hamilton Capital Management is sponsoring lunch for anyone interested in attending on Thursday. During our lunch break, we are excited to welcome back Mr. Tony Caxide, the Chief Investment Officer for HCM as he presents his 6th annual economic update. If you ***plan to attend*** be sure to check the appropriate box on the RSVP page. If not, feel free to make alternative lunch plans. There are some great options in the area.

2:00 – 3:00 p.m.

SESSION FIVE

SPOTLIGHT: *An Education on Various Products and Services*

Technology, risk-assessment, marketing, dental instruments, software, patient engagement are just a few of the many items that will be discussed during this segment. Many will be offering insight into what role it plays in your everyday and how it impacts your bottom line. This segment is geared towards educating our offices on the many products and services that can streamline systems and increase your overall productivity.

3:30 – 5:00 p.m.

SESSION SIX

CRAIG YOUNG, CPA, CHBC: *Profitability and Your P&L*

How profitable is your practice? Are you truly developing and maintaining a profitable practice? How should your P&L be created, organized and laid out? During this session Craig Young, CPA, CHBC (Principal 4SIGHT LLC) provides proven profit measuring systems crucial to building, operating and maintaining a profitable practice.

6:00 – 7:30 p.m.

HOLIDAY WELCOME RECEPTION

FRIDAY, DECEMBER 7

7:00 – 8:45 a.m.

SESSION SEVEN

A PANEL DISCUSSION CHAIRED BY KEN RUNKLE: *How to Protect Your Practice Before the Next Recession*

We are committed to preparing and protecting your practice from the next recession. Past economies have shown recessions appear once every five or six years. According to the National Bureau of Economic Research and the Federal Reserve, the average business cycle lasts 67 months in total — 57 of them in expansion, and 10 in recession. This data is from the 1940s through 2007. Going even further back, there have been 32 recessions since the mid-1850s. Clearly, recessions are a natural part of our economic system, with our last one ending as recently as June of 2009. This session—a panel discussion chaired by Ken Runkle—will focus on topics preparing and protecting your practice *before* the next recession.

9:00 – 10:15 a.m.

SESSION EIGHT

DR. TOM SNYDER: *Overview of Dentistry & Transitions*

Dr. Snyder has consulted with dental practices nationwide in creating “win-win” practice transitions. He is the Director of Practice Transitions for The Snyder Group, a division of Henry Schein. As a consultant, author and lecturer he is an industry leader in the highly complex and personalized area of dental practice transitions.

10:45 a.m. – 12:00 p.m.

SESSION NINE

DR. TOM SNYDER: *Preparing for the Future*

A large focus of our Year End Event is looking out onto the horizon, as it relates to dentistry. What market trends are taking shape that will position your practice for long-term success? Dr. Snyder will return for a second session to dive deeper into what you can do in preparing for the future.

12:00 – 2:00 p.m.

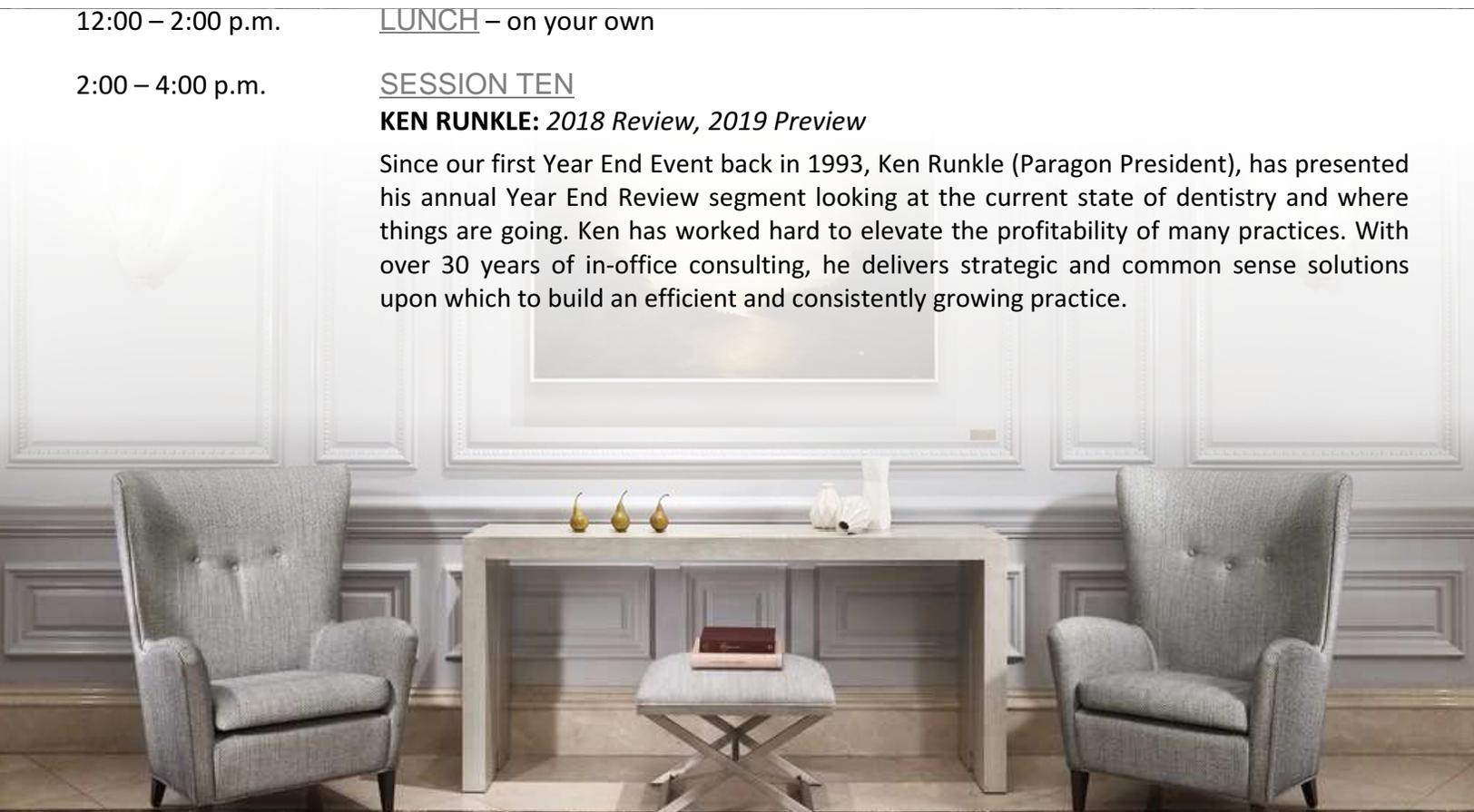
LUNCH – on your own

2:00 – 4:00 p.m.

SESSION TEN

KEN RUNKLE: *2018 Review, 2019 Preview*

Since our first Year End Event back in 1993, Ken Runkle (Paragon President), has presented his annual Year End Review segment looking at the current state of dentistry and where things are going. Ken has worked hard to elevate the profitability of many practices. With over 30 years of in-office consulting, he delivers strategic and common sense solutions upon which to build an efficient and consistently growing practice.



DISCLOSURE OF FINANCIAL SUPPORT

This program is specifically designed for education and training purposes. Paragon does not endorse nor collect any fee from any other outside company for speaking opportunities. This event is open to any Paragon Event Sponsor. Any attending sponsor has been given the opportunity to showcase their products and services in exchange for a flat fee. Paragon does not endorse any sponsor's product or service.

RECOGNIZED PROVIDER

Paragon Management Associates, Inc. is an approved provider of Continuing Dental Education and certifies that all courses relating to the areas of human resources and practice management are accepted by the AGD (PACE) and ADA (CERP). CERP and PACE are services of the American Dental Association and the Academy of General Dentistry designed to assist dental professionals in identifying quality providers of dental education. ADA CERP and AGD PACE do not approve or endorse individual courses or instructors, nor do they imply acceptance of credit hours by boards of dentistry. Concerns or complaints about a CE provider may be directed to the provider, ADA CERP or AGD PACE. Recognition term: November 2017 - December 2020.

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 case, a full refund for registration fees only will be issued for any party who is unable to accommodate the change. Paragon is not responsible for 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, but may be applied as a credit toward a future course. *(The ADA attorneys require we insert this cancellation and refund policy in our marketing material).*



R.S.V.P.

YEAR END EVENT

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PRINT NAME

ATTENDING (CHECK ALL THAT APPLY)

THURSDAY	THURSDAY LUNCH	FRIDAY
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Mailing Address

City, State, Zip

Telephone

Fax

E-mail Address



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).

ADA C.E.R.P.[®]

Continuing Education Recognition Program

All attendees will receive a total of

- 13 CEUs for this 2-day program.
- 14.5 (if attending Thur. lunch program)

— 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