

THE PARAGON BUSINESS ACADEMIES™

FRONT OFFICE ACADEMY

PROVEN SYSTEMS FOR DENTAL OFFICE PROFITABILITY

PROGRAM DETAILS

Hello 2022! Paragon is excited and eager to welcome the new victories of a new year!

As with all success, there are also challenges. The most concerning challenge, as agreed upon by all Paragon consultants, is the negative effect PPO contracts are having on practice profitability.

We have decided to dedicate this Zoom presentation to the research, decisions, verbal skills, scheduling pearls and action plans each practice may need for added goal setting and achievement when dealing with PPOs.

For those fortunate few practices who do not participate with PPO contracts, why should you attend this Zoom presentation?

1. Adding an Associate Dentist to the practice may cause you to reconsider joining PPOs – you will be prepared for that.
2. Purchasing a satellite office as a Marketing strategy may come your way. What if that satellite is heavy PPO – do you know how you will integrate that patient base into yours without losing your fee-for-service status or the value of the new purchase?
3. Your team is inundated with calls daily – Do you take my insurance? Are you confident you phone is answered properly and with a sincere welcome? Many Doctors spend a great sum monthly on marketing – can you afford to turn away potential new patients because the phone is answered inaccurately?

These are three simple questions to consider when dedicating your Friday morning to Paragon's presentation.

WEBINAR SCHEDULE

9:00-9:45 AM	David Runkle & Linda Marek	Introduction of Data Gathering
10:00-10:45 AM	David Runkle	Analysis of your Practice Adjustments
11:00-11:45 AM	Linda Marek	Verbal Skills and Team Preparation
12:00-12:45 PM	Linda Marek	Scheduling to Goal while Transitioning PPO's
**Bonus discussion	Linda Marek	4 Procedures Currently on your Unscheduled Treatment Report to turn around in 2022!

120 Northwoods Blvd., Columbus, Ohio 43235 • (614) 433-0790 • Fax (614) 433-7921
Toll Free (800) 448-2523 • office@theparagonprogram.com • theparagonprogram.com

WEBINAR JOIN INFO

It is best to set up a zoom account, however, it is not required. If you do not set up an account, you can still participate by simply calling in. Setting up an account allows you to optimize your experience through your PC and mobile device. As you will see we have added a new security layer. All webinars moving forward will require a password. **Note:** You will receive your webinar join info in the email address that you use to register with Paragon Management.

PRESENTER



Linda Marek is the Vice President of Paragon Management Associates, Inc. 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 her 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.

HOW TO REGISTER

CALL our team **800.448.2523**

EMAIL your first name, last name, and contact info to **office@theparagonprogram.com**

ON-LINE simply enter **theparagonprogram.com** and fill out the online registration form

Not able to join us? Watch later links will be emailed to your doctor that will include the recording of each module, allowing you to catch up on everything presented.

CE CREDITS

Participants will receive **1** CE hours for **each module including the bonus module** of The Paragon Front Office Academy™. If a participant participates in all seven modules a total of 4 CE hours will be earned.

All requests for CE hours for this program must be made no later than: **March 25, 2023**

REQUESTING CE CREDITS

Each module has an effective date and a termination date. The effective date is essentially the “air-date” and the termination date is the date this content and information will no longer be available.

When we introduce our next Front Office Academy those modules will replace these modules. Our next Front Office Academy is scheduled for **March of 2022** and thus will be the termination date for these modules.

In the effort to keep things simple and streamline your record keeping, we ask that all CE credit requests be submitted after you have viewed all the modules you plan to participate in. This will allow our team to provide the correct questions, certificate and hours based on your particular situation. For example; if you only plan to watch the bonus session you can submit your request after its air date. If you plan to watch all modules you can request your CE after **March 25, 2022**.

PARTICIPANTS WATCHING DURING AIR TIMES

Every participant who appears on the webinar (tracked by Zoom) will be awarded continuing education credits upon request and after a Paragon team member has confirmed the tracking info (participant rsvp) provided by Zoom. Requests for CE hours can be made by emailing office@theparagonprogram.com and providing your full name, email address and CE you are requesting.

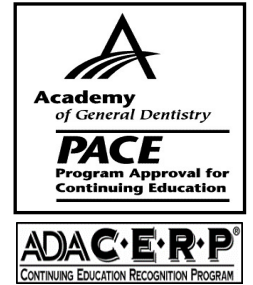
PARTICIPANTS WATCHING AFTER AIR TIMES

In the event you are not able to join during the above air times and would like to watch the presentation at a later time you can also submit your request for CE to office@theparagonprogram.com and provide your full name, email address and CE you are requesting. Upon receiving your request, we will email a list of questions for the applicable modules watched that will need to be correctly answered and returned to the provider (in this case Paragon) **prior to CE being awarded.**

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 2020 – June 30 2024**. **Paragon Management Associates Inc.** 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.adaorg/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 and will have any registration fees paid; refunded. Also, please note that Paragon is not responsible for participant reimbursement of airline tickets, hotel reservations, or any other incurred expense in the event 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.