



THE MOST POWERFUL SEMINAR FOR ORTHO GROWTH

ORTHO
SEMINAR



THE 2012 SEMINAR THAT WILL INCREASE
PRODUCTION, PROFIT AND REFERRALS



Levin Group Inc.



10 CE CREDITS

NEW
FROM THE
LEADING ORTHO
CONSULTING FIRM

March 9 - 10, 2012 • Las Vegas, NV



THE CHALLENGES

THIS SEMINAR WILL SOLVE FOR YOU

Which of these 10 are holding you back? Check all that apply.

1. The Economy.

The Great Recession has dampened consumer spending, and the majority of ortho practices are either flat or down from several years ago. But some ortho practices have found ways to keep growing. How can you overcome a sluggish economy?

2. GPs Performing Orthodontics.

With dental patients canceling appointments left and right, more and more general dentists are deciding to perform orthodontics themselves. That means fewer referrals, fewer patients and less production for you!

3. Shoppers & Bargain Hunters.

In a tight economy, everyone is more price-conscious. That means parents and patients are looking far and wide for the best deal on orthodontic treatment.

4. High Stress.

Do you dread walking into your practice every morning? Are the front office and back office staff at odds? Do you wonder if you made the right career choice?

5. Increased Competition.

Have several orthodontists moved into your area in the last five years? Are they aggressively marketing their practices? Have you lost referral sources?

6. More Patients Postponing Treatment.

Due to the continuing recession, even referred patients are having second thoughts about going through with treatment. Many parents are delaying braces for their children until the economy gets better.

7. Staff Conflict.

Are the administrative staff and the clinical team on the same page? Does staff conflict have a negative impact on the patient experience or your stress level?

8. Declining Case Acceptance.

Has production remained flat for the past two years? Are new patients turning down treatment? Are you wondering how much worse it will get?

9. An Ineffective Schedule.

Are patients kept waiting in the reception area? Do you and your team leave late every day? Is there an after-school crunch every day? Have patients and parents walked out without being seen?

10. Poor Customer Service.

Is your team just going through the motions when meeting patients? Does the staff lack the verbal skills to make patients and parents feel at ease?

"By working with Levin Group, I have had through one of the worst economic recessions in the world, positive growth in production, new patients, starts, and collections every single month for the last two years."

- Dr. Michael Ellis

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THE SOLUTIONS

YOU WILL LEARN AT THIS SEMINAR

Whatever your challenge, there is a solution.

And the best solutions are step-by-step systems that allow you to consistently achieve challenging performance targets. At his brand-new seminar, Dr. Roger P. Levin will show you how to overcome the challenges with the right solutions and **GO FROM FLAT TO GROWTH!**

- 1. An ongoing, consistent Referral Marketing program.**
 - Implement 15 ongoing marketing strategies targeting referring doctors
 - Add three new top referrers to your referral base within six months
- 2. Increased patient referrals and a redesigned Observation Patient program.**
 - Motivate 40% of current patients and parents to refer someone else
 - See observation patients every six months until they start treatment
- 3. Use an Ortho Treatment Coordinator (OTC) to increase case acceptance.**
 - Train your Treatment Coordinator with powerful scripting that motivates patients and parents
 - Implement the One-Appointment Consultation, which makes it easy for prospective patients to quickly start treatment
- 4. An improved New Patient Experience using powerful scripting that makes it easy for patients and parents to say, "yes".**
 - Schedule all prospective patients within 7–10 days
 - Give your entire team customer service training within three months
- 5. Step-by-step systems that expertly guide team members on their duties and responsibilities.**
 - Implement upgraded systems for all major areas within 6–8 months
 - Set annual and daily production goals and clearly communicate them to every member of your team
- 6. A Professional Relations Coordinator (PRC)—a part-time staff member dedicated to marketing your practice (so you don't have to).**
 - Have PRC visit all referring practices within two months
 - Delegate 95% of marketing activities to your PRC
- 7. A range of financial options, including outside financing, that make ortho treatment more affordable for parents and patients.**
 - Train your Treatment Coordinator to offer patient financing to every patient
 - Reduce the size of the initial down payment to spur case acceptance
- 8. Become a Level IV Leader and build a cohesive team.**
 - Delegate all administrative and non-clinical tasks to appropriate team members
 - Institute daily meetings that build team morale and cooperation
- 9. Implement Power Cell Scheduling™ to increase scheduling capacity.**
 - Build a mathematical schedule that reduces stress and increases efficiency
 - Eliminate the afterschool crunch and create a more enjoyable patient experience
- 10. Upgrade to "WOW" Customer Service.**
 - Train your team to exceed expectations during every patient and parent interaction
 - Use PowerScripts™ to give your team the verbal skills to handle even the most challenging situations

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ORTHO CASE STUDY

Name:	Dr. Molly C.*	Average New Patients per Month:	36
Location:	Northeast	Patients in observation:	44
Years in Practice:	11 years	Annual Production:	\$1.1
Number of Team Members:	13	Previous Year:	\$1.2 million
Days Open:	Four days per week	Overhead:	64%
Number of Chairs:	6		

➔ Challenges

- High stress for doctor and team
- Three long-term team members recently left the practice
- Declining referrals
- Flat production
- Patients and parents shopping around
- Collections down to 86%
- Overdue debond patients wreaking havoc on the schedule
- Low case acceptance
- No system for tracking observation patients
- No dedicated Ortho Treatment Coordinator (OTC)

Attended a Levin Group Total Ortho Success™ Seminar and experienced greater success . . .

Using the systems, targets and tools provided during the seminar, Dr. Molly C. was able to ramp up GP and patient referrals . . . improve the observation patient process . . . increase starts with an OTC . . . and create a more fun and profitable practice.

After the seminar when she returned to her practice, Dr. Molly C. was extremely motivated to make positive changes in her practice. "This seminar was just what my team and I needed," said Dr. C. "We now had the momentum and the knowledge to take the practice to whole another level."

"Levin Group has completely transformed my practice in all areas of management and marketing. The Levin Group orthodontic consultants understand the workings of an ortho practice and have used their expertise to put in the business systems we needed to grow and progress to the next level. I am already seeing an increase in referrals and production as well as a more cohesive and motivated dental team."

- Dr. Brian Hardy

➔ Benefits of Attending

- Added three new referring doctors and increased referrals from 36 to 54 new patients per month
- Achieved a 96% case acceptance rate with an Ortho Treatment Coordinator
- Expanded scheduling capacity by 20% through Power Cell Scheduling™
- Established an orthodontic vision that fueled greater success
- Collected 98.5% of account receivables with the Immediate Collections Systems™
- Reduced overdue debonds by 22%
- Invested in team training and improved practice communication
- Built a high-performance team with no turnover in 12 months
- Reduced stress through documented systems
- Established a system to track observation patients that has resulted in more starts
- Increased starts for both teens and adults
- Created a positive practice atmosphere that's a win-win for everyone
- **Dr. Molly C. increased her production by 17% in 12 months to \$1.3 million**

*Based on Levin Group client data.

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THIS SEMINAR WILL PROVIDE YOU WITH **STEP-BY-STEP SYSTEMS TO...**

- Increase production by 15–20% through innovative marketing solutions
- Add \$50,000 - \$100,000 in profit to your practice
- Implement The Science of Referral Marketing™ and triple your referrals
- Increase referrals 30% in just 12 months
- Reduce overdue debond patients and increase capacity
- Increase case acceptance up to 95% with an Ortho Treatment Coordinator
- Ramp up referrals and watch production skyrocket!
- Generate more referrals from dentists and other patients
- Cope with new competition when it arrives at your doorstep
- Strengthen relationships with referring dentists and bring in more patients
- Achieve challenging performance targets in the areas of production and referrals
- Use Power Cell Scheduling™ to build a high-performance schedule
- Implement breakthrough marketing strategies to combat increased competition
- Build a schedule that leads to increased capacity
- Use Key Practice Expanders™ to quickly identify trends and make better decisions
- Reduce overdue A/R with The Immediate Collections Process™
- Increase the number of top referring offices
- Stop your ortho patients/parents from shopping around
- Increase starts through the use of an Ortho Treatment Coordinator
- Generate higher production through step-by-step systems
- Brand your practice as an orthodontic leader
- Spend more time chair-side and less on administrative matters
- Boost profitability without working harder
- Build greater value for all of your services
- Simplify your orthodontic practice and maximize your profitability
- Gain insight into the future of orthodontics
- Convert consults into starts with an Ortho Treatment Coordinator!
- Have more fun while being more productive
- Create a vision for long-term orthodontic success
- Transform your orthodontic practice using the Levin Group Method™
- Improve your orthodontic practice and your quality of life
- Rekindle your enthusiasm for creating your dream orthodontic practice
- Effectively manage the afterschool crunch
- Keep more patients' siblings active in the practice
- Activate more observation patients
- Eliminate no-shows and cancellations through Power Cell Scheduling™

DAY 1

The Most Powerful Seminar for Ortho Growth Session 1

9:00 am - 4:30 pm

Presented by Dr. Roger P. Levin.

Reception 4:30 pm – 6:00 pm

After an intense day of learning the latest ortho management and marketing concepts and techniques, meet with Dr. Levin in an informal and relaxing atmosphere. The evening reception is also an opportunity to speak with Levin Group's Certified Senior Practice Analysts about any unique challenges in your implant practice.

DAY 2

Ortho Success Roundtable™ For Doctors 8:00 am – 9:00 am

Get immediate answers to your questions during this special one-hour informal roundtable discussion with Dr. Levin. Learn about the future of ortho and how it relates to your practice.

The Most Powerful Seminar for Implant Growth Session 2

9:00 am – 1:00 pm

Presented by Dr. Roger P. Levin

One-To-One Practice Assessment

Immediately following the program, meet one-to-one with a knowledgeable Senior Practice Analyst to review your ortho practice goals and to discuss further ortho growth opportunities.

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ABOUT YOUR SPEAKER

DR. ROGER P. LEVIN



Dr. Roger Levin is a third-generation general dentist and the Chairman and CEO of Levin Group, Inc., the largest dental practice consulting firm in the United States. As a leading authority on dental practice management and marketing, he has developed the scientific systems-based consulting method that will increase practice production and profitability, while lowering stress. Dr. Levin presents more than 100 seminars per year and is a keynote speaker for major dental conferences. He has authored more than 60 books and over 3,000 articles. Dr. Levin sits on the editorial board of five prominent dental publications, serves as the practice management editor of *Compendium* and is managing editor of *Dental Business Review*. Dr. Levin is also a regular contributor to the *Journal of the American Dental Association*. He has been interviewed by the *Wall Street Journal*, *New York Times* and *Time Magazine*. Levin Group is headquartered in Baltimore, Maryland, with offices in Phoenix, Arizona, and Marseille, France.

WHY YOU NEED TO ATTEND THIS SEMINAR

Come to Dr. Roger P. Levin's **The Most Powerful Seminar for Ortho Growth** and get the results that every orthodontist wants. . .

- **Continually Increasing Production** — Watch demand for your services skyrocket!
- **Continually Increasing Referrals** — Fill your schedule with a steady stream of new patients!
- **Continually Increasing Profit** — Fund your investments like you always wanted to!
 - **A Low-Stress Environment** — It's the best way to practice!
 - **High Professional Satisfaction** — Enjoy what you do even more!
- **Reach Financial Independence Sooner** — Retire when and how you want!

Enjoy a **uniquely positive** experience that only Dr. Levin can provide! You can't get this information anywhere else! As the **foremost authority** on orthodontic practice management and marketing, **he has the answers** that orthodontists need to hear!

"My team and I had a great experience with Levin Group. Since we began working with Levin, both of our locations have seen significant growth. Levin Group helped us develop strong systems and improved communications. I would recommend Levin Group to anyone."

- Dr. William Huntzinger

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