STRATEGIES FOR GROWING OR SELLING YOUR PRACTICE

ASK THE EXPERTS - EVERYTHING YOU NEED TO KNOW!

Tuesday September 27, 2016
6:00PM - 9:00PM
Complimentary Beer, Wine & Hors D’oeuvres from 6pm-7pm and Q & A from 7pm-9pm
At Granite Links Golf Club
100 Quarry Hill Drive, Quincy, MA

REGISTER TODAY! Seating is Limited
SSDentalAdvisors.com
$29.00 Per Person

Pam Dembski Hart
Healthcare Accreditation Resources, LLC
OSHA & HIPAA Expert

David Snell
ACTSmart Dental IT
IT Hardware, Software & Security

Nancy Kagan
Summit Dental Partners
Practice Management Consultant

Matt Kolcum
Carr Healthcare Realty
Commercial Healthcare Real Estate

Greg Whitmer
Bank of America
Dental Practice Financing

Carolyn Carpenter
Rosen & Associates, LLP
Dental CPA

Brian Hatch
Hatch Legal Group
Dental Legal Advisor

Carmella Beroth
Debt Management Inc.
Accounts Receivable & Collections

Maria Melone
MORR Dental Solutions, LLC
Practice Transitions & Valuation

Steve Hickey
Hickey & Associates, Inc.
Insurance & Risk Management

Pete Cargill
DentReps - The Dental Jobs Site
Dental Hiring Solutions

Jonathan Albano
CCR Wealth Management
Financial Planner, CFP

SS Dental Advisors
Sponsor

2 CE’s provided:
Insurance & Risk Management
Approved PACED Program
Provider FAGD/MAGD Credit. Approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement. 3/1/16 to 2/28/18. Provider ID# 368382
We usually take a late August vacation but for the first time we have taken it in early July. We rented a house on Forest Lake in Whitefield, NH and it was a week of fishing, swimming and just plain relaxing! By taking it “early,” instead of feeling like the summer is almost over, I feel like it’s just at the start! And we were still able to fill July with new clients and project work!

We are proud to announce that our tech Justin Cohen passed his CompTIA Advanced Security Practitioner (CASP) exam! It was a lot of long hours and hard work and he’s already studying for the next one. Way to go Justin!

Lots of planning going on… we’re in Rhode Island on the 5th of August for a Dental Managers Society meeting. This is a remake of NEDOM (New England Dental Managers Society) and we are proud sponsors! The new Rhode Island chapter requested this summer meeting and we were thrilled that they are so enthusiastic!

You probably noticed on our front page that I am one of 12 “Experts” offering information and advice to dentists wanting to grow or sell their practice. The fee for attending is $29 and seating is limited to 20 so everyone gets their questions answered. It’s a very knowledgeable group and I’m happy to have been asked to participate!

ACTSmart’s Year-To-Date Protection Stats for our “Total Control” clients

• 1,115,705 messages delivered successfully
• 2,545,022 messages blocked as spam
• 69,054 messages sent outbound
• 2,766 viruses blocked
• 58,470 messages blocked to unknown recipients

For more info about email security, archiving, and encryption go to GoAmerican.com/technology/reflexion
We are proud to announce that our tech Justin Cohen passed his CompTIA Advanced Security Practitioner (CASP) exam!

CompTIA is a non-profit trade association serving as the voice of the information technology industry. Through professional certifications, educational programs, research, networking events, philanthropy and public policy advocacy, CompTIA is dedicated to helping advance the IT industry.

The current landscape of cybersecurity requires specialized skills to troubleshoot via customized hacks and build solid solutions. Each hack is unique and must be combated with master-level security skills and experience. As a CASP-certified IT professional, Justin will provide the best cybersecurity solutions and protection for our clients.

The 2 ¾ hour test had 90 questions that covered enterprise security, risk management and incident response, research and analysis, integration of computing, communications and business disciplines as well as technical integration of enterprise components.

What’s next? The next day, Justin started studying for his CISSP (Certified Information Systems Security Professional) certification which has a 6 hour test. Not only is the CISSP an objective measure of excellence, but also a globally recognized standard of achievement.

Way to go Justin!!!

Safe Guard Your Practice by Justin Cohen, CCNSP, UEWA, CASP

Think fast: what’s the first thing you do after realizing you just replied to the e-mail from the Nigerian prince wanting to give you a sum of $34 million? Okay, you most likely didn’t reply to that…but the concept still remains. Do you know what to do immediately upon discovering a virus, e-mail threat or other cybersecurity issue? In reality, this is probably one of the most common threats to your practice!

You need to have step-by-step instructions about what to do if any team member believes they have witnessed a cyber-incident. Training needs to happen NOW – not when the problem is happening. A simple training program can be very effective. Things like physically disconnecting the machine from the network (or the power from the machine), notifying your IT company of any suspicious e-mails or unusual activity and what to do if you lose your mobile device are all parts of a simple yet effective employee cybersecurity plan.

Give us a call if we help you develop your plan.
PERIODONTAL DISEASE
DIAGNOSIS, TREATMENT PLANNING AND VERBAL SKILLS...
WHAT EVERY HYGIENIST NEEDS TO KNOW!

September 16, 2016
10:00AM-2:00PM
AT ACTSmart IT
70 Corporate Park Drive, Pembroke, MA

Lite Lunch Included

Dr. Scott Lightfoot, Periodontist and Nancy Kagan, practice management consultant, invite you to
join your colleagues for what promises to be an informative and educational seminar on “Periodontal
disease...diagnosis, treatment planning and verbal skills....what every hygienist needs to know”

Topics Include:
• Diagnosing periodontal disease
• Treatment planning
• Updates on perio surgery
• The latest on grafts
• Verbal skills

This is the first seminar in what we hope will be an on going study club for hygienists so bring a fellow hygienist and let the learning begin!

Register Today!
Send Your Name & Email Address to Mary@SummitDentalPartners.com

3 CE’s
Approved PACE Program Provider FAGD/MAGD Credit. Approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement. 3/1/16 to 2/28/18. Provider ID# 368382
You attend seminars, study clubs and dental meetings to better yourself and your practice. Your admin staff wants the same thing! To learn from dental field experts and their peers, just like you!

The South Shore and Ocean State Chapters of the New England Dental Office Managers has transformed into the Dental Managers Society! These study groups are comprised of Dental Administrative Professionals who meet to learn, network, exchange experience, share knowledge, discuss challenges, and provide support and encouragement. These two chapters have the possibility of joint and cross-over meetings for extra opportunities to learn.

It is the Dental Managers Society’s mission to help dental office support staff to learn and grow to the most of their abilities. They’ll do this by offering specific dentally related seminars and meetings dedicated to the sharing of ideas and answers between members.

Visit DentalManagersSociety.com for a calendar of meetings and the speakers who will be presenting at each location. There will be blog posts of interest to all dental admins as well as “The Question of the Month” where everyone gets the opportunity to share their solutions to issues that plague every dental office.

The Facebook page Facebook.com/dentalmanagerssociety will be a forum where admin staff can ask questions and get help quickly from their colleagues as we saw happen on the NEDOM Facebook site.

Another benefit of membership will be a printed monthly newsletter full of articles and information geared towards the administrations of keeping a dental practice running. A favorite Feature will be “Admin Spotlight!”

The South Shore Chapter is vibrant and growing fast! We know that the Ocean State Chapter will take off the same way!

Why not give your admin staff the opportunity to grow and succeed, too. Go to DentalManagersSociety.com for more information.
FREE Workshop: Marketing That Works!
How To Achieve Million Dollar Sales Growth In 2016

Are you sick of spending money on marketing and advertising that yields you little or no results? Would you like to learn the simple strategies you can implement in your business right now to get on the “fast track” and see instant results with your marketing?

YOU’LL DISCOVER...

• The 3 critical elements of EVERY results-driven marketing campaign (HINT: Missing just ONE of these could mean disaster)
• How one local small business used the “Joint Venture Webinar” technique and added $7M to their sales in less than 2 years (and how you can do it, too...)
• The “fatal flaw” in most marketing and advertising that is costing you time, money, and profits (and how to never again succumb to its powers)
• Don’t get a Facebook Page! (Why most social media campaigns produce ZERO results & how to use that to your advantage)
• The “hidden gold” in your business and how to leverage that into MAXIMUM profits via marketing
• Your Website Sucks - How to actually generate leads, appointments and/or sales from your website (without spending a fortune)
• Does email marketing work anymore? How to use the best, latest strategies to generate exponential growth

And MUCH, MUCH MORE...

This event is LIMITED to only 18 registrants.
REGISTER AT NOW BEFORE ITS TOO LATE!
Call 508-951-8472 or Register online at: www.UltimateBizResults.com

Friday, September 9th, 2016 at 1030am
At ACTSmart IT - 70 Corporate Park Drive, Suite 1225 Pembroke, MA

Presented by Pam Whynot - President, Ultimate Marketing
Pam has been recognized has one of the top marketers in the country, for the IT industry, by being a finalist of the Technology Marketing Toolkits “Better Your Best Contest” and being recognized as a winner in Microsoft’s “Bump The Slump” contest, at their Small Business Summit in 2008. After implementing the marketing tactics she is going to share with you, her IT company grew from a 2 person to a 16 person operation, nearly tripled in revenue, and was named the “Fastest Growing IT Services Provider” by Providence Business News.

“We’ve received so much value from working with Pam at Ultimate Marketing. In just one week, she accomplished marketing strategies we’ve been wanting to do for 12 years, but didn’t know how. Thank you, Pam!” - ANDREW GARCIA - PHILLIPS GARCIA LAW
If It’s Simple, Then Why Is It So Hard?


As consultants visiting upwards of 10 practices a week we get asked this question all the time—“what are other offices doing that makes them successful?” While we can define success in a multitude of ways, I think we can all agree that being busy, productive and offering exceptional patient care is a pretty universal definition of success in dentistry. Just take a look at most mission statements to see any or all of these words used to describe an office mission.

So how can we accomplish this “mission?” to be successful? I believe you need to ask yourself these 5 questions…

1. Are you and your team likeable? People want to do business with people they like. How does your team represent who you are and how you want your patients to feel. The front desk seat is the gateway to your patient’s experience…is it a good one? Remember your patients may not remember everything you say but they will remember how you made them feel.

2. Have you earned their trust? In addition to doing business with people they like, people will do business with people they trust. Have you honed the skills necessary to inspire that trust? Have you taken the necessary time to earn that trust before you present treatment?

3. Does your team have the training and skill to be as helpful as possible when assisting your patient with the business of their time with you? Just take a look at on line reviews to see how often patients write that the front desk was “so helpful” with their dental benefits or ‘so helpful’ getting them appointments that were convenient for them.

4. Is there a cohesive team in place to take the patient from front to back and back to the front? The way this “hand off” is done is critical to the patient feeling that they are important to everyone in the practice. This experience will be what they remember most about their visit.

5. Does your patient leave with something memorable to talk about to others? We’ve all heard about giving our patients the “wow” experience. Does your practice offer one to each patient every visit by every team member? This does not need to be anything other than making sure that for each patient that visits your office you can say with confidence that they have had the best possible experience while coming in for dental care…every patient every time!

Hiring? Why It Is Important to Have an Attractive, Yet Solid Practice Profile with Job Descriptions

by Peter Cargill, DentReps - The Dental Jobs Site | www.DentReps.com | Pete@DentReps.com

You have a key employee at your office that has just given two week’s notice. You need to get someone great to fill the position and you need them fast. The obvious answer is to post an ad online. Choosing DentReps.com is always a good first choice when you’re looking for employees in the dental field. (Okay, I’m biased)

Many employers forget how important it is to write the posting in a manner that “sells” top applicants on wanting to work at that office. Of course, you will naturally include the title of the job that’s become available and the skills and education needed to fulfill the position. But, there needs to be more.

Create a solid posting that includes plenty of information about the dental practice and the benefits of working there. For instance, if you are looking for someone to fill the position, there is no need to spend valuable words on describing the job. Anyone applying will know what a dental hygienist is and does. Take those extra lines to describe such items as your office environment, the friendliness of the other staff, the convenience or beauty of the location, advantages in the office hours. You can also mention the benefit of contributing to the health and well being of the people in that location. The best applicants are ones who want to help the practice and the patients it serves.

Here are some other important considerations to keep in mind for your employment ad posting. You can look at this like the 5 “W’s” of the reporter: of the news reporter or interviewer.

• Who – What type of individual are you looking for
• What – A brief description of the position and its requirements
• When – When the opportunity will be available as well as the job schedule
• Where – You must also make sure to include the actual location of the practice.
• Why – This is the place for you to describe in some detail your office and the advantages of working in that environment. Make your place of business real and enticing.
• How – The applicant must know what information you want from them and how to contact you.

With these factors in mind, you will be sure to write a job posting that will attract the right applicants in abundance.
Computer Service and Support
- ProWatch Pro-Active Computer Care
- Onsite Computer Service/Support
- Network Management/Support
- Network & Server Installations
- Network Security & Firewalls
- Cloud Solutions and Hosted Email
- Secure Remote Access / VPNs

Healthcare Service Providers
- Medical, Dental & Chiropractic
- Software & Hardware Integration
- Security Solutions (Including Mass 201 CMR, HIPAA & Hi-Tech Compliance)

Backup & Disaster Recovery
- Business Continuity
- Secure & Compliant Offsite Backup

Email & Web
- Spam Filtering & Email Hosting
- Email Encryption & Archiving
- Hosted Microsoft Exchange & Outlook

Like us on Facebook!
Facebook.com/ACTSmart

---

You've got enough to do already! Relax and Put Our Team To Work!

Did you know that part of our service to our ProWatch clients (you!) is to roll out your practice management software’s updates for you?

That's right – you don’t have to hang around and do all those tedious updates! We'll complete them for you! We can do them during your down time or after hours – whichever works best for you!

Next time updates come your way, just give us a call and then RELAX! We’ll do the rest!

...& many more!