THE BUSINESS SIDE OF DENTISTRY:
TIPS, TRICKS, & OPTIONS EVERY DENTIST NEEDS TO KNOW TO INCREASE PPO PROFITABILITY
As a practice owner are you aware of the significant changes in dental PPOs that have recently occurred? Are you aware of the PPO threats to your practice profitability, and taking strategic action to deal with them? Would you like to arm yourself with the knowledge to fight back against insurance company dirty tricks...both now and the future?

**LEARNING OBJECTIVES:**

Upon completing the course, participants will understand:

- Help doctors understand the difference between the 3 types of insurance participation agreements.
- Show common errors related to insurance participation that doctors make when starting a practice.
- A methodology for signing up with insurance plans in a practice startup that will dramatically improve profit.
- How to improve profitability when seeing insurance patients.

**PRESENTER: CLINT JOHNSON**

Clint is the founder of Profitable PPOs and has worked with dental practices for over 20 years. Profitable PPOs, based in Phoenix, Arizona, specializes in helping dental practices across the United States take advantage of opportunities to participate more profitably with insurance PPOs. Working with hundreds of practices of all sizes and specialties, Profitable PPOs has been able to help them successfully add millions of dollars in increased revenue to those practices. Clint is a published author, a frequent speaker across the United States to dental groups on the subject of dental insurance participation and is passionate about helping practice owners gain a better understanding of how to optimize their PPO plan participation to increase business profits. When not working with dental practices, he and his wife keep busy with 3 kids and pursuing hobbies including skiing, scuba diving and travel.

**EVENT DETAILS**

**DATE:** Friday, January 10, 2020  
**TIME:**  
8:30 a.m. Registration  
9:00 a.m. - 12:00 p.m. Class  
**LOCATION:**  
Patterson Dental  
241 Ellery Court  
Nashville, TN 37214  
**FEE:** $50 per person; lunch included. Cancel 24 hours before event for full refund  
**RSVP:** Call Patterson Dental at 615.884.2060