

- THE DENTAL DOW—3RD QUARTER 2016
- WE BELIEVE IN INDEPENDENT PRIVATE PRACTICE
- PPO PLAYS IN PHOENIX
- OPERA DDS
- GETTING MORE FOR A DIFFICULT PROPHECY
- ADMINISTRATIVE TOOLS CHECK UP
- SURVEY RESULTS
- STATE PLANS

Date: October 2016

*Exclusively to Clients and Friends
of Advanced Practice Management*

BULLETIN



Bill Rossi

THE DENTAL DOW – THIRD QUARTER FADE:

As you may recall, through June of this year practice production was up 5.7% and collections were up 5.2% compared to the first half of 2015. This was the second year of pretty good growth since the great recession.

Through September, practice **production is up 4.1%** and **collections are up 3.4%** compared to the previous year's averages, which reduced the year's positive trends.

Total Patient Flow is up 2.3% but new patients are down slightly (about 2%). Dr. and Hygiene Hourly Productivity is up about 2%, Exams are up 2%, but Doctor hours canceled are up about 6%.

Keep in mind that December, January and February are the best "Crown & Bridge" months of the year. Get ready to make hay when the sun shines (and the snow flies)!

Let's make this last quarter a good one!



WE BELIEVE:

We believe that Independent Private Practice is the best way to deliver dentistry. It is best for the patients, the Doctors and the staff.

Private practices can be more selective with their continuing education and technology. They can also be more adaptable and efficient.

Most importantly, the people who make decisions about patients' dental care are the ones in direct contact with them.

We also believe that professional management support helps **good practices be better** and thrive in a competitive environment.

The outcomes your patients receive are a function of your Clinical, Behavioral and Managerial skills. It is nearly impossible for a private practitioner to keep up with all the advancements in clinical education and technology *plus* practice management. Good management leverages the time and talents of the Doctor and staff to get the best possible outcomes for the patients and production for the office.

PPO PLAYS IN PHOENIX:

I'll be joining Brandon Collier, of Collier & Associates, in Phoenix this December. Of course, you don't need to fly to Phoenix to see me! However, this is an excellent continuing education choice and you'll get some sunshine out of the deal too! Go to <http://collieradvisors.com/> or see the enclosed flyer.



Bryan Laskin
President, Opera DDS

"OPERA DDS"

For Secure Communications Outside* the office and Effective Communications Inside the Office

Intra-office communication is the most undervalued way to increase production and elevate quality of care.

Patients' lives are busier than ever. Therefore, patients are looking for efficiency in their treatments. Practices which have incorporated "same day dentistry" - the concept of having extra capacity and doing what it takes to get treatment done the same day - have been shown to have an increase in office production of more than 30%.

* "Opera Chorus" has fully HIPAA compliant email.

To illustrate this workflow and how it successfully incorporates “same day dentistry,” imagine a patient, Doug, in for his routine prophylaxis. Doug broke tooth #3 a week ago and requires a crown for predictable restoration. Mary, the hygienist of 25 years, clearly recognizes this will most likely be the recommended treatment plan. Mary can, in one single message:

1. Obtain necessary financial arrangements from the front desk.
2. Inform the dentist that pulp testing and a crown is likely going to be their recommendation.
3. Inform the team the patient would like to stay if there is an opening in the schedule.
4. Alert an assistant to get a room ready for the same day crown.

The simple messaging continues with other members of the team, as:

1. The dentist, who is currently in a meeting, can respond to the team immediately.
2. The dentist can then page the assistant whom they would like to assist them in the procedure.

Communicating an anticipated treatment checklist by auxiliaries to the dentist prior to them engaging the patient can act like rocket fuel to “same day dentistry” and case acceptance. By having immediate and organized communication, staff can control the flow within the practice and increase the patient’s value of our services. Using custom checklist messaging, the practitioner can receive vital, pertinent information in a consistent order every time they are preparing to see a patient. Therefore, the dentist can enter the room already having a solution to the patient’s problem.

It sounds like a simple change because it really is that simple. But the impact on treatment planning and case acceptance is phenomenal.

Patients are happier because their needs are met immediately and concisely; Staff are happier because they are able to work without interruption, messaging only when ready and needed; Dentists are happier because they know everything happening in the office without having to check on people. For more about OperaDDS go to www.OperaDDS.com.



Matt Lahn, RDH

GETTING MORE FOR A DIFFICULT PROPHY:

Right now, we can utilize regular prophies as a preventive procedure and codes 4341 and 4342 for more therapeutic procedures. A new code (D4346) potentially can close that gap and allow clinicians to report a therapeutic treatment of patients with generalized, moderate to severe gingival inflammation but without exhibiting pockets and bone loss. A “Difficult Prophy” code if you will.

Code D4346: Scaling in the presence of generalized moderate or severe gingival inflammation/full-mouth after oral evaluation. The exact description is the removal of plaque, calculus and stains from the supra and subgingival tooth surfaces when there is generalized moderate or severe gingival inflammation in the absence of periodontitis. It is indicated for patients who have swollen, inflamed gingiva, generalized supra bony pockets and moderate to severe bleeding on probing should not be reported in conjunction with prophylaxis, scaling and root planing or debridement procedures.

It sounds like the code will be effective January 1, 2017. Suggested fee: \$230 Metro/\$190 Outstate.

It is possible this code could close a CDT gap that presently exists. Stay tuned to see what insurance reimbursements are.



Heidi Benson

HEIDI’S “ADMINISTRATIVE TOOLS” CHECK-UP VISIT:

Save Money! Run Smoothly!

When Heidi does her “Administrative Tools” check-up, she’ll look into things like:

- **Claims Processing** (typically saving practices \$150 - \$300/mo.).
- **Credit Card Expenses:** Many offices are spending more than they should on bank charges – banks make it complicated so you can’t really see what they are costing you.
- **Third Party Financing:** Some options are better than others. Kinder to the patients and less expensive to you – think alternatives to Care Credit.

- **Answering Services.** This is an old idea that is coming back again. We think it will help bring in more new patients.
- **Everything and every way** to make your **administrative staff's job easier** and **save** (or make) you money.

Just call (952-921-3360) Heidi to "Get it done!"

SURVEY RESULTS:

Area Economic Dental Trends:

"Knowledge is Power" and we are on a mission to make sure you survive and thrive in a marketplace increasingly encroached upon by insurance/PPOs and large scale competition.

Our recent survey shows that PPOs are once again at the top of the list as far as issues you and your colleagues are facing. Yet in the last year, fewer than 5% of area offices actually dropped a PPO.

We are not purists. We feel that every office should have the **right balance of PPOs** for their area. We often see, though, that doctors are much deeper into PPO participation than they need to be. If you haven't negotiated with your PPOs, you may be leaving money on the table. If you're collecting less than 80%, you should seriously look into peeling back PPO participation. We can show you how you can lose the discounts and keep the patients!

Other Trends:

- **Metro Wages** remain pretty much the same this year compared to last year. **Outstate Wages** are up 4%.
- **Digital Communications** are now in 50% of the marketplace practices. We've seen this to be very handy. Patients like text confirmations. Email blasts help get the word out about the services you provide and help you keep on top of seasonal opportunities (back-to-school, year-end insurance/flex plan notices, etc.).

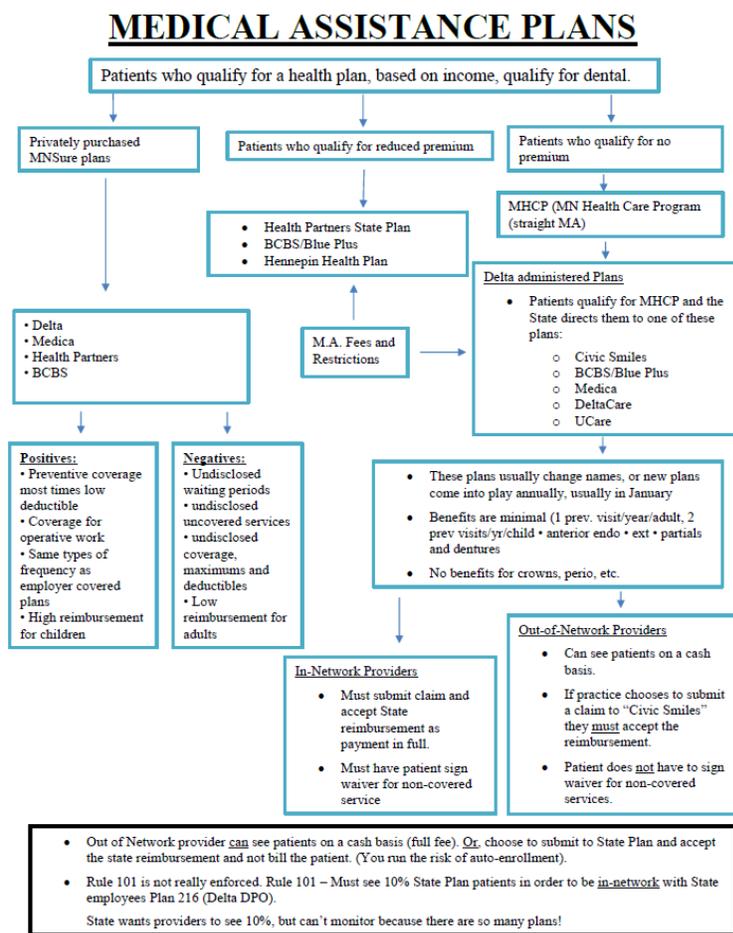
The leaders in our area are (in descending order of market share): Lighthouse (33%), RevenueWell (21%) and Solution Reach (12%).

- Despite the fact that Delta pushes hard on dentists charging at the seat, not the prep appointment, **59% of dentists in our area charge at the prep, 41% at the seat.**

STATE PLANS:

If you are confused, you are not alone!

This is a flow chart that Shelly Ryan and Heidi Benson put together to help us and our clients understand the plethora of state-related plans. **Call or email if you'd like the more legible "Full sized" version.**



Have a happy and safe Holiday Season!



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SCOTTSDALE, ARIZONA – FAIRMONT SCOTTSDALE PRINCESS

AGGRESSIVE BUSINESS, TAX & PRACTICE MANAGEMENT SEMINAR

December 28-30, 2016 (Great Post Holiday Mini-Week)

We are excited to have **Bill Rossi** as a special guest lecturer at our Scottsdale, AZ seminar from December 28-30, 2016. Bill's lecture topic will be "**PPO Plays: You Will Make Thousands More with the Right Moves.**" Bill Rossi is President of Advanced Practice Management. He and his team are actively involved in the ongoing management of over 220 dental practices. He has over 35 years in practice management, has been a contributor to Dental Economics, Excellence in Dentistry, and Dentaltown CE. Mr. Rossi is an ally for private independent practices in a profession increasingly impinged on by corporate dentistry and PPOs.



The AAA **Five-Diamond Fairmont Scottsdale Princess** is scenically set against the backdrop of Arizona's McDowell Mountains and pays tribute to Arizona's Spanish Colonial heritage. Fairmont rooms feature top amenities and charming patios. Upgrades to casitas available upon request. **Six great dining options!**

Phoenix is a great destination for couples or families. Among our favorite activities in the area include: **Old Town Scottsdale, Taliesin West:** Tours of Frank Lloyd Wright's winter home, **Desert Botanical Gardens, Heard Museum:** history of 22 regional Native American tribes and **Phoenix Art Museum.**

Phenomenal outdoor adventures abound - Outstanding hiking in Camelback Mountain, horseback riding, segways, zip lining, ATV tours, biking, climbing, etc.

Well & Being Spa: This not to be missed Spa is inspired by a hidden oasis deep in the Grand Canyon. **Trailblazers Family Adventure Center:** Trailblazers Kids Club is an exciting program for children ages 5 to 12. **Swimming Pools** – Sonoran Splash features two, 200 ft. waterslides. **Five Pools on property.**

Golf: The Most Recognized Scottsdale Golf Resort, Home to the Phoenix Open. TPC Scottsdale - Stadium Course: Adjacent to the Fairmont Princess. Home of the annual PGA TOUR Phoenix Open. **TPC Scottsdale - Champions Course:** This new course fits into the natural desert terrain, and is perfect for all players.

We have secured outstanding group rates of **\$289 per night single and \$319 per night for double occupancy. A savings of \$55 per night.** This includes a daily breakfast at Ironwood American Kitchen. Plus a onetime \$12/person round trip portorage charge and a \$2 daily/person housekeeping charge. Rates are only good until December 5, 2016.

DEER VALLEY, UTAH – LODGES AT DEER VALLEY

AGGRESSIVE BUSINESS, TAX & PRACTICE MANAGEMENT SEMINAR

March 5-8, 2017

Deer Valley is consistently ranked #1 in guest service among ski resorts in North America, as rated by the readers of SKI Magazine. It delivers an unmatched experience for winter vacation. From the welcoming lobby's three story stone fireplace to the warmth of the beautifully appointed condominium-style residences, Lodges at Deer Valley is a classic statement in rustic elegance and warm hospitality. This tranquil mountain

[PLEASE TURN OVER FOR MORE INFORMATION]

setting is conveniently located less than half a mile from the base of Deer Valley Resort. Guests enjoy The Greatest Snow On Earth with an annual average of 300 inches blanketing Deer Valley's ski mounts – Little Baldy Peak, Bald Eagle, Bald, Flagstaff, Empire and Lady Morgan – offering a thrilling day for skiers of all abilities. Skiers can challenge themselves on the very runs skied by Olympians during the 2002 Salt Lake Olympic Winter Games. Moreover, for skiers who want a truly varied week, Park City and The Canyons offer an additional huge array of skiing, and are only a ten minute drive down the road.

The condominiums feature full kitchens, cozy dining areas and gas fireplaces. Enjoy Deer Valley's restaurant, The Brass Tag, with complimentary hot breakfast during the ski season, onsite Deer Valley ski rental shop, lift ticket desk, onsite fitness facility, concierge services, general store and coffee bar. Relax and unwind in the outdoor heated pool and hot tub or simply enjoy warm genuine hospitality in a lovely mountain resort setting.

ROOM RATES: Our great rates start at \$299/night for a standard room with One-, Two-, and Three-Bedroom Suites available.

SEMINAR REGISTRATION FORM

NAME: _____ DEGREE _____ DATE OF BIRTH _____
 SPOUSE: _____
 ADDRESS: _____
 CITY: _____ STATE: _____ ZIP: _____
 PHONE O: _____ PHONE H: _____ PHONE C: _____ FAX: _____
 EMAIL ADDRESS: _____
 METHOD OF PAYMENT: CHECK: _____ MASTERCARD: _____ VISA: _____ DISCOVER: _____
 CARD NO.: _____ EXPIRE DATE: _____ CVV: _____
 CARDHOLDER'S NAME: _____
 CREDIT CARD BILLING ADDRESS: _____
 CARDHOLDER'S SIGNATURE: _____

SEMINARS 2016-2017 (Meeting Dates are given)		DOCTOR ONLY	DOCTOR & SPOUSE	Registration Fee within 60 days of seminar	SEND INFO	AMOUNT
AGGRESSIVE BUSINESS, TAX AND PRACTICE MANAGEMENT FOR THE DOCTOR						
SCOTTSDALE, AZ	December 28-30, 2016	\$955*	\$1,085*	\$1,005/\$1,135		
ST. THOMAS, VI	January 30-February 3, 2017	\$1,180*	\$1,370*	\$1,230/\$1,420		
DOMINICAN REPUBLIC	February 6-10, 2017	\$1,180*	\$1,370*	\$1,230/\$1,420		
DEER VALLEY, UT	March 5-8, 2017	\$1,180*	\$1,370*	\$1,230/\$1,420		
KOHALA COAST, HAWAII	March 26-30, 2017	\$1,180*	\$1,370*	\$1,230/\$1,420		
GREENBRIER, WV	September 14-16, 2017	\$955*	\$1,085*	\$1,005/\$1,135		
ALASKA CRUISE	July 23-30, 2017	PLEASE CALL TO SIGN UP AND RESERVE YOUR CABIN!				
ADVANCED INVESTMENT SEMINAR (Two Days)						
CHICAGO, IL	December 9-10, 2016	\$1,125*	\$1,320*	\$1,175/\$1,370		
PRACTICE TRANSITION SEMINARS (One Day)						
CHICAGO, IL	December 8, 2016	\$795*	\$905*	\$845/\$955		
CLEVELAND, OH	May 6, 2017	\$795*	\$905*	\$845/\$955		
SEATTLE, WA	July 22, 2017	\$795*	\$905*	\$845/\$955		
KEY LARGO, FL (OCEAN REEF CLUB)	November 3-4, 2017	\$795*	\$905*	\$845/\$955		
RETIRED DOCTOR SEMINAR						
KEY LARGO, FL (OCEAN REEF CLUB)	November 4-5, 2017	\$795*	\$905*	\$780/\$830		
TOTAL AMOUNT						
*The above rates already reflect a \$50 discount if registration is received 60 days prior to the seminar. An additional \$50 is added if registering within 60 days of the seminar. If registering at the door the fee will be an additional \$100.00.						
CANCELLATION: Cancellations must be received in writing 30 days prior to the seminar and are subject to a \$50 processing fee. No refunds will be issued within 30 days of the seminar.						