

A FRESH APPROACH TO COLLECTIONS

# COLLECTIONS MADE COMFORTABLE

The best dental collection seminar your team will ever attend!

**November 4, 2016**  
**Embassy Suites**  
**Bloomington, MN**  
**8:30am – 12:30pm**

*Featuring: Shelly Ryan, RDA*



## Who Should Attend? The Entire Team!

**Especially those who deal with patients, money and insurance every day.**

## Isn't that everyone on the team?

### DOCTORS –

Who want to know how to get the most out of insurance, gain new patients (even if you don't participate with their PPO's) and want to reduce stress while improving consistency.

### ASSISTANTS AND HYGIENISTS –

Will gain tips in coding, creating a positive patient experience and language skills to move patients toward treatment. How their role can help reduce cancelled/failed appointments.

### FRONT DESK STAFF –

Will learn how to deal with the nuances of developing and offering payment options to help move patients toward treatment, plus language skills to assure the patient is always comfortable financially before treatment begins. Techniques to keep the schedules full!

## WE'LL BRING THIS SEMINAR TO YOU!

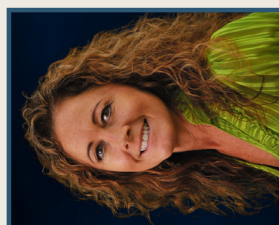
Do you have a large number of employees you'd like to send? Does your local state association need a dynamic seminar? Contact us for special group rates.

Do you live too far from this location? Would you like to invite other offices and put together a seminar audience? If you have 15 or more people who are committed to attending, we can usually come to your city, no matter how remote the location. Let's talk!



**It's not just about money. You want your patients to be comfortable, and you want them to get the treatment they need.**

**CALL 952-921-3360**  
**TODAY TO REGISTER!**



*The best dental collection seminar you'll ever attend!*

**November 4, 2016**  
**Embassy Suites**  
**Bloomington, MN**  
**REGISTER NOW!**

- Mail this form back
- Register online – [www.advancedpracticemanagement.com](http://www.advancedpracticemanagement.com)
- Call us at 952-921-3360

## Yes! Register us for your seminar, Collections Made Comfortable.

☐ \$198 first person, \$178 each additional attendee (\*\$20 discount per person for registrations paid by Sept. 15). Send this form with your check payable to: Advanced Practice Management, Suite 300, 7101 York Avenue South, Edina, MN 55435, or online @ [www.advancedpracticemanagement.com](http://www.advancedpracticemanagement.com).

Your Name \_\_\_\_\_ Fee \_\_\_\_\_

Your Name \_\_\_\_\_ Fee \_\_\_\_\_

Your Name \_\_\_\_\_ Fee \_\_\_\_\_

Your Name \_\_\_\_\_ Fee \_\_\_\_\_

Your Name \_\_\_\_\_ Fee \_\_\_\_\_

Your Office Name \_\_\_\_\_ Doctors Name \_\_\_\_\_

Your address \_\_\_\_\_

Your phone number \_\_\_\_\_ Your fax number \_\_\_\_\_

☐ Check enclosed payable to Advanced Practice Management

☐ Please charge my ☐ Visa ☐ MasterCard ☐ Discover

Card Number \_\_\_\_\_ CVC Code \_\_\_\_\_ Expiration Date \_\_\_\_\_

Name printed on card \_\_\_\_\_ CC Billing Address \_\_\_\_\_

Please use an additional sheet of paper for additional names.

**Cancellation Policy:** Tuition minus \$20 per person will be refunded for cancellations at least 20 days before the event.

## HAVE FUN AND LEARN!

Practical and ethical answers to difficult patient encounters such as...

"I only want what my insurance covers."

"I forgot my checkbook."

"I don't/didn't want x-rays."

"Why is it so expensive?"

"Your fees are too high."

"Do I really need to do this now?"

"Why didn't my other dentist tell me that?"

"I don't have any problems now, so I think I'll wait."

"Shelly Ryan was one of the top-rated speakers at the Destin Excellence in Dentistry seminar by both doctors and staff! A delightful presentation."

*Woody Oakes  
Excellence in Dentistry  
President*

"I took my three business administrators to see Shelly Ryan with every intention of leaving them there at lunch while I went out golfing. After the morning session, there was no way I wanted to leave. This meeting has something for every member of your team. If you get a chance to see Shelly, you don't want to miss her seminars!"

*Joe Steven, Jr., D.D.S.  
KISCO*





Shelly Ryan has more than **30 years of experience in dentistry as an Assistant, Financial Coordinator and Office Manager.** As a consultant with Advanced Practice Management, she successfully coaches 200+ teams in the Upper Midwest.

- Dozens of kind and effective phrases that will help you collect money now. In your clinical work, you must pick the right instruments and use them correctly to get the best result. In dealing with people, you have to pick the right words and use them correctly to get the best results.
- Our “Open Forum” will be an opportunity for you to observe or share your thoughts with other dental office teams. Swap notes with your colleagues.

**GUARANTEED SATISFACTION OR YOUR MONEY BACK!**

**COMFORTABLE FOR YOUR PATIENTS, COMFORTABLE FOR YOU!**



### FREE WORKBOOK INCLUDED!

You'll receive a comprehensive workbook that goes home with you. This free workbook covers material in the seminar and then some. You'll find yourself referring to it again and again for team meetings and as a memory jogger.

*This is a straightforward approach to the details of collections that's kind to your patients, easy on you and helps the practice grow.*

*We won't waste your time with a lot of pie-in-the-sky, overly complicated and bureaucratic "financial policies." We are talking about real life collection techniques that you can use in your office the next day.*

## You Will Learn:

- How the right use of payment options and financing moves patients toward treatment.
- How the **Entire Team's** involvement brings collections to the next level and keeps patients happy.
- How Doctors, Hygienists and Assistants can really help.
- How to overcome almost any patient objection to finances.
- Key measurements and tracking systems of your collection effectiveness.
- How to know when to be aggressive and when finesse will get you further, faster.
- Reduce insurance related confusion and hassles throughout the office.
- Reduce chances of patient misunderstandings.
- How to tactfully collect from emergency patients.
- Should we charge a fee after missed appointments? Know the benefits and drawbacks.
- How the proper patient information flow can reduce stress, increase efficiency and help you stay on time.
- Answers to the most **common legal questions** regarding collections.
- Smart successful collection calling techniques that are kind but effective.
- Eliminate negative situations – how to handle the most demanding situations, without getting angry or losing your composure.
- Tips for improving cooperation between administration and clinical staff.
- Dealing with late patients and late cancellations.


★ ★ ★ **SPECIAL SEGMENTS** ★ ★ ★

2016 and 2017 CDT Codes

Learn which codes get the best reimbursement and when to use them.  
How to get better reimbursement for ERPTs.

Patient Communications

You can't schedule someone you can't reach.  
RevenueWell and services like them, save time, build relationships and enhance systems such as recall, confirming, marketing, etc... are you using them?

★  **RevenueWell**

## See a video preview of this seminar at:



YouTube and search for “Collections Made Comfortable” or go to [advancedpracticemanagement.com](http://advancedpracticemanagement.com), click on “seminars” and play “Collections Made Comfortable”

## Here's what your colleagues are saying...

*“Engaging, comprehensible presentation on the least favorite aspect of dentistry.”*  
**Carl Schreiner, DDS**

*“Shelly has real experience with handling situations from a clinical staff point of view and administrative position. She's easy to trust!”*

**Gayle Hanson, Maple Grove, MN**

*“Very informative, smooth speaker. Loved it and that's not easy to say about all CE seminars.”*

**Monica Blackwell, RDH**

*“Shelly presents herself as a real person not a robot whose only purpose is to repeat information. She also provides handouts so you can take the information home and reference it later. It was a personal, fun learning experience.”*

**Sarah Conway, Eden Prairie, MN**

*“Enjoyed the openness of the seminar. It was wonderful, very informative and very educational.”*

**Lisa Anderson, Cando, MN**

*“Relaxing atmosphere, helpful suggestions, very worthwhile seminar. I'm glad we were here! This seminar was great! Shelly is a great motivator and speaker. Thank you.”*

**LuAnn Asleson, Brookings, SD**

*“Our entire staff attended and found it very informative. Shelly Ryan is a skilled and knowledgeable presenter.”*

**Dr. Pamela McCullough, Newton, KS**

*“Great job and useful information and ready to use!”*

**Dr. Tony Wakim, Wichita, KS**

*“I wish I would have had more staff members come. I cannot believe that I enjoyed a collection protocol seminar.”*

**Dr. Michael Dold, Wichita, KS**

*“Enthusiastic, organized, on time. Practical knowledge.”*

**Allan Nalbor, D.D.S.**

*“Very useful information that can be incorporated into our office next week.”*

**Mark Olsen, D.D.S.**

*“Great, funny, kept things interesting! Lots of information. Shelly really understands the dental office! Valuable for the entire office.”*

**Sheryll Friend, Dassel, MN**

*The most positive solutions for the most difficult part of dentistry...engaging the listener. Keeps the audience in tune to what is being said – Shelly does an awesome job! Love that it was relevant for everyone in the office.”*

**Ann Anderson, Fargo, ND**

*“Just wonderful. The best learning in a long time.”*

**Tammy Foster, Brooklyn Park, MN**

*“Very entertaining but informative! Awesome training!”*

**Judy Grundy, Bemidji, MN**

*“It's a must for whole office – helps with teamwork. It is important to hear what the financial advisor has to go through and to help ease that and have fewer awkward moments.”*

**Marie Stockman, Oak Grove, MN**

*“Very well put together, interesting & useful information.”*

**Lisa Bujarski, Edina, MN**

*“Very informative – very useful information that you use every day in the practice.”*

**Angie Meyer, Lake City, MN**

*“First time attending Shelly's seminar and I will recommend her to everyone I know. I wish my whole office could have attended.”*

**Ashley Boecker, Duluth, MN**

*““Everyone should attend! Both Clinical and Admin.”*

**Jody Oliver, Cambridge, MN**

*“Absolutely! This is practice changing information that should be implemented in every dental practice that deals with insurance companies. Great examples of sample phrases to use in every situation.”*

**Dr. James Keller, Richfield, MN**

*“The content is useful – no fillers. I learn something new every year. Thanks!”*

**Amy Borchert, Faribault, MN**

*“Realistic, honest advice on how to deal with patients with uncomfortable (\$\$\$) topics. Shelly is a great speaker! She keeps the audience's attention. She is also down to earth and very approachable with questions.”*

**Hollie Varnum, Rochester, MN**

*“It's a ‘Must Attend Seminar.’ Always a wealth of information presented that can be implemented into our daily lives in the office.”*

**Tami Janzig, Albert Lea, MN**

*“You gave tips in your presentation but did not expect us to use your words (encouraged us to use our own words). Your depth of experience on both the clinical and administrative sides is great. I have similar background and feel it is an asset but very good to hear it from someone else. I really feel clinical staff should have been here.”*

**Diane Conlin, Woodbury, MN**

*“Shelly is a great speaker! I love that she has a wide background which makes her very relatable.”*

**Emily Miller, Rosemount, MN**

*“Shelly's approach is refreshing! She has my trust and attention from the start – valuable info and inspiring.”*

**Gretchen Topping, Eagan, MN**

*“The things Shelly discussed were issues we face daily in the office.”*

**Nanette Ryan, Rochester, MN**

*“Ideas to get everyone on the same page regarding failure/cancels/financial, etc. Invaluable tools to be addressed and used. Great tips to implement with the whole team.”*

**Marsha Hansen, St. Cloud, MN**

*“This is the second time I've attended this seminar. It is a great, informative few hours!”*

**Nancy Ceccoli, St. Louis Park, MN**

# RESERVE YOUR SPACE TODAY! (952) 921-3360

## Advanced Practice

MANAGEMENT

*“Shelly is enthusiastic and knowledgeable — I especially enjoyed the interaction with the audience.”*

*-Julie Smith, Office Manager*

*“Awesome information. It was full of great information for a dental practice.” -Peg Leplante*