



**M** *McKenzie*  
**M** Management  
**SEMINARS**

MCKENZIE MANAGEMENT SEMINARS are focused on “**real world**” practice management, packed full of proven concepts and practical systems that can be put into use right away. We address the management concerns of today by using audience interactive presentations that are **proven** to enhance effective instruction and actively engage participants.

Our Certified Speakers cover North America and have spoken to thousands of dentists and teams. Our variety of dental management topics allow us to customize the subject matter catering to dentists only or the entire dental team. With over **30 years of helping dentists** nationwide with their management concerns, our presentations are guaranteed to bring rave reviews from your audience.

*Sally McKenzie, CEO*

For more information or to schedule your next seminar contact us at [seminars@mckenziemgmt.com](mailto:seminars@mckenziemgmt.com), [www.mckenziemgmt.com](http://www.mckenziemgmt.com) or 877-777-6151.

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**SEMINARS**  
Real World Practice Management Expertise

CONSIDER ONE OF THESE TIMELY TOPICS FROM THE MCKENZIE MANAGEMENT SEMINAR SERIES FOR YOUR NEXT MEETING!

**TURNING YOUR POTENTIAL INTO PRODUCTION**

**Who should attend?**

Doctors and Team Members

Participants will be able to:

- See where you may be leaking money from your systems
- Identify where you are prepared, and where you might be under performing
- Learn the symptoms of production fluctuation and how to correct it

**BUILDING THE IDEAL PRACTICE WITH YOUR DREAM TEAM**

**Who should attend?**

Doctors and Team Members

Participants will be able to:

- Take a team from good to great
- Learn how to define job descriptions and measure performance capability
- Improve the quality of hiring interviews and quickly identify the best candidates
- Clearly define what efficiency is and how to achieve it consistently

## LOST PATIENTS - MAXIMIZING PATIENT RETENTION

### Who should attend?

Doctors and Team Members

Participants will be able to:

- Understand why some patients do not return.
- How operational systems can have an impact on service to patients.
- Provide better customer service and communication to patients

## STRAIGHT TALK ABOUT OVERHEAD ISSUES

### Who should attend?

Doctors and Managers Only

Participants will be able to:

- Avoid drowning in overhead
- Develop techniques that can be integrated into an action plan to bring you closer to the industry ideal of 55% overhead
- Gain the ability to control expenses that have been a potential impediment to starting or funding a retirement plan

## GOALS OF CASE PRESENTATION AND TREATMENT ACCEPTANCE

### Who should attend?

Doctors and Team Members

Participants will be able to:

- Learn the 9 steps to creating a perfect patient relationship
- Incorporate better listening skills that affect the firm commitment to treatment
- Understand how strengths, weaknesses, opportunities and threats affect the presentation process



## CREATING PREDICTABLE EMPLOYEE SUCCESS

### Who should attend?

Doctors and Office Managers

Participants will be able to:

- Choose the right employee through time tested recruitment protocol, testing procedures and interviewing techniques
- Understand which personality types best fit individual job descriptions
- Mathematically determine how much of a raise the practice can afford
- Measure job performance by job description

## THE ABC'S OF A PRACTICE START UP

### Who should attend?

Associate Doctors and Doctor Owners who are considering starting a practice from scratch

Participants will be able to:

- Choose the all important "location, location, location"
- Create a practice vision and mission
- Understand the importance of a business plan
- Develop a project team and teach them how to work together

## PRACTICE TRANSITIONS LIFE IS A SERIES OF SURPRISES - ARE YOU PREPARED?

### Who should attend?

Doctors contemplating retirement or selling, Associates wanting to learn the process of a transition

After this interactive course, participants will be able to:

- Discover the due diligence process of a practice
- Identify the potential roadblocks for sellers and buyers
- Understand the structure and implementation process for a successful sale/transition
- Incorporate a smooth integration with the team members
- Learn the entry and exit strategy of a transition