University of Minnesota Continuing Dental Education

23rd Annual Practice Management Symposium

A Pathway to Sustained Practice Growth and Success

Friday, October 6, 2017
Continuing Education & Conference Center
St. Paul, Minnesota
6 Credit Hours

Practical updates on:

- Dental care delivery & reimbursement
- Clear communication skills
- Sound business principles
- Predictable clinical outcomes
Build your skill set with this widely attended annual symposium. Let Dr. Mark Murphy help you to better understand and apply sound business principles and strategies that will help grow your practice.

**BENEFITS**

Come away with the skills needed to:

- develop a marketing matrix that supports practice growth.
- measure and manage metrics critical to sustainable success.
- reduce reliance from third party reimbursement models.
- develop strong communication skills to support your practice goals and vision.
- improve case acceptance.

**INTENDED AUDIENCE**

Dentists, practice administrators and clinical team members who want to better understand and apply sound business principles and strategies that will help grow your practice.

**EDUCATIONAL METHODS**

Illustrated lectures and discussion.

“Relevant to current issues.”
~Past Participant

“Unbiased.”
~Past Participant

This program is supported by Twin Cities Dental Laboratories.
12:00 PM  
Question & answer session

12:15 PM  
Luncheon (included in registration fee)

1:00 PM  
**A Pathway to a More Rewarding and Profitable Practice**  
(continued)

2:15 PM  
Networking and refreshment break

2:30 PM  
**A Pathway to a More Rewarding and Profitable Practice**  
(continued)

3:45 PM  
Question & answer session

4:15 PM  
Adjourn

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**Mark Murphy, DDS, FAGD**

Dr. Murphy is an internationally known speaker who lectures on leadership, practice management, communication, case acceptance, planning, occlusion, sleep and TMD. He is the Principal of Funktional Consulting, providing cloud-based behavioral tracking software for dental teams and is Lead Faculty for clinical education at ProSomnus, manufacturer of sleep and snoring devices.

Dr. Murphy is an Adjunct Faculty at the University of Detroit Mercy and at the Pankey Institute where he also served on the Board of Directors. He practices general dentistry on a limited basis in Rochester, Michigan.

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**REGISTRATION & INFORMATION**

**Registration**  
Visit smile.umn.edu to register.

Call 800.685.1418 or 612.625.1418 with general or registration questions.

**Continuing Education Credits**  
This course provides attendees with 6 hours of continuing education credit. Each hour of attendance is equivalent to one credit (1 hour = 1 credit). Minnesota credits: 6 elective credits.

**Tuition & Refund Policy**

$305 dentist  
$175 senior citizen dentist, dental therapist, dental hygienist, dental assistant, dental practice administrator  
$155 second and each additional dental therapist, dental hygienist, dental assistant or dental practice administrator  

A full refund will be made if you cancel at least one week (5 working days) prior to the program. A $50 processing fee will be applied if you cancel less than one week prior to the program.

**Parking**  
Enjoy complimentary, onsite parking. You will receive parking information via email with course information materials and details.

To request disability accommodations or dietary restrictions, please contact our office.

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“Great current information.”  
~Past Participant

“Good, relevant material.”  
~Past Participant
Grow your practice through sound business principles that will help improve case acceptance, retain more patients and boost new patient referrals.

**DESIGNED FOR:**

- Dentists
- Dental Therapists
- Dental Hygienists
- Dental Assistants
- Dental Practice Administrators

**UPCOMING SEMINARS**

**September**

- **September 8, 2017**
  Fall Dental Hygiene Seminar

- **September 8-9, 2017**
  Three-appointment Dentures: A Hands-on Workshop

- **September 15, 2017**
  11th Annual Robert J. Feigal Symposium: Clinical Updates in Children’s Dental Care

- **September 16, 2017**
  Mastering Digital Full-mouth & Panoramic Radiographic Technique: A Hands-on Program

- **September 22, 2017**
  The Bottom Line on Tooth Bleaching 2017

- **September 23, 2017**
  Gingival Displacement & Soft Tissue Management: A Training Program

**October**

- **October 5, 2017**
  Clinical Grand Rounds for the Dental Team: Pediatric Dentistry

- **October 6-8, 2017**
  Miniresidency in Pediatric Dentistry

**September 23-25, 2017**

Occlusion & Function: Evaluation and Restoration of the Worn Dentition

**September 29, 2017**

Interpreting Cone Beam CT Images: An Interactive Workshop

The University of Minnesota is an equal opportunity educator and employer.