

# Mike Berlanga & Dr. Christopher Perry Present: Increasing the Bottom Line

Provided by the Dallas AGD  
3 hours lecture

When: Thursday, February 23

Where: Pappadeaux's (18349 Dallas Parkway)

Time: 6:00 p.m. - 9:00 p.m.

Fees: AGD Members.....Free

*This course is only open to Dallas AGD members. Dinner will be provided and a cash bar will be available.*

There are two key components to achieve financial security in dentistry: generate money and hold onto it. Within this course we will discuss both branches of financial success: increasing net production and keeping that money in your pocket.

We will begin with teaching you to increase net production by helping you find the myriad of opportunities for increased production in your dental practice. We will empower the team to help identify hidden production and educate patients. We will discuss underutilized procedures and CDT codes. Each suggestion is based on a win:win concept: better diagnosis and proactive, conservative dentistry is healthier for the patient and enhances the bottom line of the practice. We will show you real world numbers and you will leave this course with a concrete idea of immediate impact on your practice.

Once we've increased your net production, we will show you how to take more of that money home. It does no good to work hard for that money only to hand over to Uncle Sam more than he demands. We will discuss tax strategies, budgeting, and break-even analysis. Additionally, we will review the formatting of your financial statements for effective decision making and cost/volume/profit analysis. Finally, we will review fundamental concepts of real estate essential when negotiating leasing or buying opportunities.

A successful practice enhances the lives and relationships between all stakeholders: patients, dentists and team.

### **At the completion of this course, participants should understand:**

- The 10 commandments of tax planning and compliance
- Break even analysis for understanding financial statements
- Social styling for better communication within the team and with the patient
- Real estate concepts for better leveraging leasing vs. buying opportunities
- The ideal comprehensive examination
- How to prevent treatment from "falling through the cracks"
- How to find the "why" and turn it into successful productive dentistry.
- Treatment planning for success
- And much more!

***\*Participants are requested to bring a "production by procedure code" report for the last 12 months printed from the office practice management software. It will greatly enhance the course experience.***

Mike Berlanga has his Master's degree in Tax Accounting, a Real Estate License and Mortgage License along with many years of experience consulting with dental professionals.

**You must RSVP to attend this course. Please email [Sandy@tagd.org](mailto:Sandy@tagd.org)  
or call the TAGD office at 512.244.0577.**



Special thanks to Summit Dental Lab for sponsoring this course.



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