



# Virtues of Profitable Dentistry

Howard Farran DDS, MBA 2010 Course | Friday Oct 29th



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# Virtues of Profitable Dentistry

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Mississauga Convention Centre – 75 Derry Rd. W. – Mississauga – L5W 1G3

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**Part 1:** This course will provide the tools needed to help build a great, meaningful and profitable dental office. Applying these tools provides the ultimate staffing formula to create high energy for performance under stress and still achieve daily goals. In addition, teaching how to control your account receivables with bonuses, how to separate the main business strategies of market differentiation, cost leadership, and target marketing so you can acutely focus your business while turning your patients into raving fans.

## Part 2 (Topics):

- Basic virtuous business fundamentals
- Dental Practice profitability with diminished stress
- Staffing formula for a highly motivated team
- Profitable practice marketing

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PAYMENT OPTIONS			
Credit Card	Visa	MC	Amex (AGD Only)
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### ADDRESS TO MAIL FOR AGD

Ontario Academy of General Dentistry c/o Dr. Sanjay Uppal  
900 Jamieson Parkway, Unit #3, Cambridge, ON, N3C 4N6

AGD Membership - \$372 | Go to [www.ontarioagd.org](http://www.ontarioagd.org) to register

Dr. Howard Farran graduated from UMKC dental school in 1987. He earned his MBA from Arizona State University in 1999. He received his MAGD in 1998. He received his Diplomat in the International College of Oral Implantology in 1998. Dr Farran has received wide-range recognition, such as being named Alumni of the year by the University of Missouri in 1997, Arizona Public Health Dentist of the year award in 1995 by the Arizona Office of Dental Health, and the Arizona Award in 1989 from the Arizona State Dental Association for outstanding contributions made to the profession of dentistry efforts to fluoridate the water of Phoenix.

Dr. Farran is the founder and publisher of Dentaltown, Hygienetown and Orthotown Magazines. Dentaltown Magazine is mailed to over 125,000 dentists in 38 countries and Hygienetown to over 70,000 hygienists each month, while Orthotown is mailed to over 14,000 orthodontic specialists each month. Dr. Farran is also the founder of [www.towniecental.com](http://www.towniecental.com) which includes [Dentaltown.com](http://Dentaltown.com), [Hygienetown.com](http://Hygienetown.com) and the new [Orthotown.com](http://Orthotown.com) where over 97,000 registered dentists, over 24,000 registered hygienists and a growing number of registered orthodontists share information with each other daily! In addition to Dentaltown, Hygienetown and Orthotown, Dr Farran is the author of several dental practice management articles and multiple video series. Dr. Farran's experience ranges from all aspects of practice management, including business planning, operations and finance, to e-commerce business, and Internet marketing.