

TRUST . . . COMMUNICATION . . . JOY

## *The Three Most Common Battles Between the Front and the Back*

### COURSE OVERVIEW:

When there is turmoil between the front office and the back office, your patients can feel it. They can sense the frustration and see it on your face when you're disappointed in one of your team members or even your doctor. Together, let's set standards in your office so that patients walk away feeling like your office is a well-oiled machine and you go home at night ***feeling fantastic instead of frustrated.***



In this interactive, fun course, team members will experience how it feels when things break down and together look at solutions that can strengthen the respect within so at the end of the day, ***everyone feels good.*** We'll look at things from the clinical and administrative side in this fast-moving course. Attendees will walk away from this course with some tools and system strategies they can implement on their first day back in the office.

### WHAT YOU WILL LEARN:

- Identify the daily challenges that affect team performance, productivity and patient care
- Dissect each battle and learn how to create systems the entire team can agree on
- Learn how to put these systems in place and attain cohesiveness in your team
- Practice verbal skills that will create better communication between your team members and build trust with your patients
- Discover how every team member can feel valued at the end of the day

### COURSE TAKEAWAYS:

- Sample verbal skills to take back to the office and practice with your team
- Tips to use with your practice management software

Dayna Johnson . . . [dayna@raedentalmanagement.com](mailto:dayna@raedentalmanagement.com) . . . cell 425.238.3699

# CONSISTENCY . . . EFFICIENCY . . . SECURITY

## *Path to Paperless – The 3 key elements to ensure your team's success*

### Overview

“Going chartless” is an often-used and often-misunderstood term in the dental world. Dayna’s expertise will allow practices to see benefits such as automated systems that give team members **more time to spend on patient care**, integrated electronic services to ensure patients know the practice is **keeping up with the latest technology**, making the patient chart more accessible and allowing the clinical team to treatment plan while the front office can be working ahead on payment plans and insurance issues, raising the level of office security to **comply with new HIPAA requirements**, and much more.



### What your attendees will learn

- The importance of backup and security
  - It is frightening how many dental practices don’t know who handles their backup or what they would do if they needed to recover their data after a disaster. Dayna will show attendees why they must know this information and how to guarantee proper systems are in place.
- How to document efficiently
  - A common misperception among dental team members is that it takes too long to document using a computer. Dayna will show attendees how to streamline the process so the clinical team stays on time and provide valuable information to their admin team.
- How to maintain consistency and a cohesive technology plan for your practice
  - Many dental practices have pieced their technology together over time. Dayna will show attendees not only how to maximize their current technology systems, but also how to make them become the “wow factor” for patients.



### Course Outline

- Learn the Foundations of a Paperless Practice
- Understand Practice Management Software
- How can small changes in office design help your practice?
- Information you need to know about your computer hardware
- You have it all . . . now how do you implement it?
- Maximizing and discovering ongoing resources
- How to stay up to date on HIPAA requirements

# STREAMLINE SYSTEMS . . . IMPROVE CUSTOMER SERVICE . . . CELEBRATE SUCCESS

## *Numbers Tell a Story . . . the 5 Stats Every Office Should Monitor & Why*



### Overview

Monitoring numbers doesn't mean you write them down on your spreadsheet, stick them in a 3-ring binder and forget about them. Numbers are meant to be discussed with your doctor, talked about with your team and used to create new strategies to **streamline your systems, improve your customer service** and above all **give you something to celebrate**. Numbers tell a story.

### Course Objectives

- Discover the statistical health of your practice
  - Poll the audience and discuss the results as a group
- Learn why you should monitor numbers
  - Ask the audience for their opinions
  - Discover the six reasons why monitoring numbers will **increase your office profitability, save time** and **improve patient care**
- Learn what numbers you should be tracking
  - Learn the top 5 stats to monitor
  - We will break down each one and find out why they are so important
  - Learn strategies that work to help improve your numbers
- How do you track the numbers?
  - Streamline your monitors which will save you time with manual calculations
  - Examine some sample monitors together and analyze them
- The health of your practice depends on the numbers
  - Learn how to influence the numbers in a positive way
  - Learn what you can do today to positively impact your practice tomorrow



# INCREASE CASH FLOW . . . TAKE CONTROL OF INSURANCE . . . STOP DROWNING IN A/R

## *Show me the Money . . . don't break the 4 golden rules to a successful collection system*

### Overview

I am amazed how often the doctor doesn't know what the accounts receivable is for his practice and when he asks the office manager she doesn't even know what report to look at. Would you like to define new protocols in your practice that will **increase your cash flow**, prepare patients for **payment at the time of service** and **put you in the driver seat** with insurance companies? This course will help you not only understand what it takes to be in control of your money but develop protocols for your own office.



### Participants will learn:

- Define exactly what the accounts receivable is
- Discover if the office A/R is within industry standards
- Learn how to take control with insurance
  - Narratives
  - eClaims management
- Train patient behavior
  - 1<sup>st</sup> phone call
  - On the day of the appointment
- Establish a follow up plan if the A/R goes over 30 days

### Participants will take away:

- Language skills for the new patient phone call
- Sample insurance narratives to improve 1<sup>st</sup> time payment
- Sample collection letters
- Customized time line for phone calls, letters and follow up

# EMBRACE ICD-10 . . . TAKE CONTROL OF INSURANCE . . . PATIENT ADVOCATE

## *Medical Billing or Bust*

### Overview:

In our evolving world of technology, EHR, and code changes, it can be overwhelming trying to keep up with it all. This course will give you an overview into the world of medical/dental cross coding and billing. Today's current dental and medical coding allows for dental providers to help patients tap into their medical benefits and provide some financial assistance for treatment.



### What Participants will Learn:

- If you want to bill medical, you better act like a doctor
  - Learn what it takes to have medical necessity and document it
  - A medical narrative compared to a dental narrative
  - Discover the wonderful world of ICD-10
- Proper setup will save you a ton of headaches down the road
  - Together we will define the language of the medical claim form
  - Learn proper setup in your practice management software to help ensure claims payment success
  - Prepare the patient insurance for proper claims submission
- The benefits of medical billing can help your practice and build patient trust
  - Helpful tips for getting paid
  - Recognize that a medical claim is not a dental claim ... and if you treat them the same, you will get burned.
- Discover resources available for the practices
  - Look up resources online
  - Where to turn for help

During this hands on, interactive course attendees will have the opportunity to fill out a sample ADA claim form with proper documentation and receive resources to look up information for their practice.

## DENTRIX COURSES

### *Scheduling To Goal. . . reduce stress, stay on time and increase profitability*

Keeping your team focused on superior patient care, a constantly changing schedule and the financial goals of the practice can be challenging. This course will help you create systems to maximize patient chair time, learn what reports to work to keep the schedule full and design reports to engage your team in the key statistics that matter.

### *Practice Paperless with Dentrrix and Integrated eServices*

“Going chartless” is an often-used and often-misunderstood term in the dental world. Dayna’s expertise will allow practices to see benefits such as automated systems that give team members **more time to spend on patient care**, integrated electronic services to ensure patients know the practice is **keeping up with the latest technology**, making the patient chart more accessible and allowing the clinical team to treatment plan while the front office can be working ahead on payment plans and insurance issues, raising the level of office security to **comply with new HIPAA requirements**, and much more. With Dentrrix and integrated eServices, you can reach this goal.

### *Making it Personal in a PPO and Corporate world*

The sole practitioner dental office is in a time where insurance PPO dental plans and corporate dental practices have created an environment of steep competition. In order to attract new patients and retain your existing patients, the dental practice must bring the level of customer service to a superior level. Learn how to custom and personalized systems to WOW your patients.

### *Create your own Dentrrix course . . . any topic will be considered*

Dayna Johnson . . . [dayna@raedentalmanagement.com](mailto:dayna@raedentalmanagement.com) . . . cell 425.238.3699

## Dayna Johnson

Dayna Johnson, founder of Rae Dental Management, is one of the country's most trusted practice management consultants, professional speakers, and published authors. She has helped dental offices around the country transition down the path to paperless. Dayna channels her passion for going chartless to help fulfill her clients' goals and increase their profitability.

With more than 20 years of experience in the dental industry, Dayna's passion for efficient, consistent, and secure systems is grounded in personal understanding and professional expertise. With a direct, pragmatic approach, Dayna helps clients develop standardized protocols for all practice management systems.

Dayna's expertise helped her earn the prestigious Spirit Award for Independent Certified Dentrrix Trainers in 2011. She authors the national Dentrrix Office Managers blog and a monthly practice management video for the AADOM newsletter, Modern Dental Business.

No two dental offices are alike, and Dayna channels her **passion for going chartless** to help each of her clients **fulfill their goals** and **increase their profitability**.



Dayna's recent accomplishments include . . .

- Lecturing throughout the country including presenting at the Connecticut State Dental Meeting, Pacific Northwest Dental Conference, American Association of Dental Office Managers, Business of Dentistry as well as more than 20 half-day seminars presented by Henry Schein.
- Because of her expertise, Dayna was recently chosen to teach all Dentrrix trainers on how to help their practices down the path to paperless.
- Dayna currently serves as the author of the national blog for office managers who use Dentrrix in their practices.

Dayna's course description and course length can be tailored to meet the needs of your meeting. Any of her courses can be presentation or workshop style. She will also promote your event through multiple social media channels, including creating a welcome video for you to use in your marketing promotions.

Dayna Johnson . . . [dayna@raedentalmanagement.com](mailto:dayna@raedentalmanagement.com) . . . 425.238.3699



## *What Attendees say About Dayna Johnson . . .*

*"I learned new fast tricks that will save me time and money"*

Angela, Office Manager from Anchorage, AK

*"She is very knowledgeable, and can communicate her expertise in a way which makes it easy to learn."*

Dr. A.J. Gollofon from Seattle, WA

*"Very informational, great speaker/trainer, very engaging seminar"*

Sherry, Office Manager from Boise, ID

*"Very informational, it was nice because we could get our own questions answered."*

Marissa, Office Coordinator from Portland, OR

*"I am new to the dental field, this was SOOOOO informative! Loved it! Thank you!"*

Heather, Front Office/Patient Coordinator from Portland, OR

*"Very Good! Dayna made sure everyone understood and welcomed questions."*

Kathy, Office Manager from Spokane, WA

*"Technology enhancing, great ideas, wonderful. Dayna – nice warm voice & delivery, Thank you"*

Renee, Office Manager from Portland, OR

*"All the staff wants to thank you for your training on Wednesday. You by far are the best trainer that we have ever had. You are very patient. Even my husband said that also. He said that he learned a lot, which is a big thing, because most of the time, during meeting/retreat/training, he just dozes off."*

Dr. Ann Lien , dentist from Morgan Hill, CA



Dayna Johnson . . . [dayna@raedentalmanagement.com](mailto:dayna@raedentalmanagement.com) . . . 425.238.3699