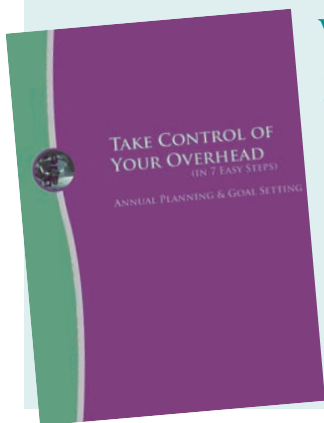


Doctor, it all starts with the numbers...



Without accurate and documented numbers, it's almost impossible to make good planning decisions in a practice. **Plan Your Way to Success & Profitability**, the annual planning and goal-setting process outlined in the book, **Take Control of Your Overhead**, takes just a few hours per year, during which time we walk through the diagnostic and planning steps necessary to 'take control' of your numbers and boost your practice productivity and profitability.

[Call today and start now to plan your way to success and profitability in 2008!](#)

STEP 1: ANALYZE THE PROFIT & LOSS STATEMENT

What you'll learn:

- How to forecast expenses.
- How to determine actual overhead.
- Why depreciation and amortization are not 'true' expenses.
- How to treat principal and interest for tax purposes.
- How to complete an Expense Projection Worksheet.
- How your practice compares to industry norms.

STEP 2: FORECAST THE COMING YEAR'S EXPENSES

What you'll learn:

- How to categorize and define the four major expenses categories: major expense, minor expense, loans and leases, and Doctor compensation.
- Questions to consider when forecasting expenses.
- What is and what is not "Doctor Compensation."
- How to complete an Expense Projection Worksheet.

STEP 3: DETERMINE THE NEW PRODUCTION GOAL

What you'll learn:

- The three factors that drive production goals.
- Understanding the difference between fixed and variable expenses.
- How to determine a new production goal based on projected expenses.
- What is and is not a 'healthy' collection percentage.
- The 3 most common 'problem areas' in an under-performing collection department.

STEP 4: DETERMINE WORK DAYS

What you'll learn:

- How to plan for days off, holidays, vacations and CE.

- Other important dates that should always be considered.
- What constitutes a full day vs half day.
- Doctor days first, or hygiene days first?

STEP 5: ESTABLISH HYGIENE PRODUCTION GOALS

What you'll learn:

- Why hygiene days are more predictable than doctor days.
- How to determine the hygiene daily production average for the previous 12 months, and use it to forecast the coming year.
- How to deal with 'significant' differences between months.
- Are you meeting your hygiene production potential?
- Possible roadblocks to 'ideal' hygiene production.

STEP 6 & 7: ESTABLISH DOCTOR PRODUCTION GOALS and ACTION PLAN FOR THE COMING YEAR

What you'll learn:

- How to establish the doctor's 'needed production.'
- The effect of seasonal trends, and how to deal with them.
- The definition of 'significant' treatment.
- What to do if it doesn't add up!
- Action plan who, what and when for the coming year.

Call today to schedule your Annual Planning and Goal Setting session for 2008.

Jan Keller
jkassocinfo@comcast.net
P O Box 211
Hatfield, PA 19440
Cell: 215.527.6986
Office: 215.855.2650
Fax: 215.893.5124

