

# 2021 Business TRACK®

Subject matter experts will guide you through each distinctive track and provide you with the unique business skills needed to lead your practice. The hybrid learning approach was purposely designed to enhance your learning experience and provide you with the resources you need to find success.

## (1) IN-PERSON SESSION + (3) ON-DEMAND SESSIONS + ONLINE RESOURCES



### Practice Leadership & Development

**IN-PERSON SESSION**

**FEBRUARY 26 - 27**

#### TRACK 1 INCLUDES: 2 Day In-Person Session • Online Resources

Come learn the secrets of leadership and cultivate an experience to keep your patients happy and your schedules full! Plus, get a sneak peek into Track 4: Marketing, as experts introduce the fundamentals of marketing for your business.

##### In-Person Session Focus

Practice Development, Leadership & Culture, and Practice Management | Systems for Success | Applying Strategies to Grow & Invest in Your Practice | Introduction to Marketing Concepts

##### Chat Forum & Online Resources

Explore advanced topics, share ideas, and utilize additional online resources.

- ✓ Develop leadership and cultural strategies
- ✓ Learn how to create positive patient experiences through proven strategies
- ✓ Discover effective practice management systems
- ✓ Create clinical protocols that bring case acceptance success



### Finance

**ON-DEMAND SESSION**

**APRIL 8 - MAY 20**

#### TRACK 2 INCLUDES: On-Demand Session (6 Weeks to Complete) • LIVE Virtual Q&A Opportunity • Online Resources

Gear up for financial success with the key elements you need to prepare your dental practice for financial success! Unlock emerging trends, best practices, and relevant approaches to decrease risk and maximize growth!

##### On-Demand Session Focus

Key Accounting Concepts & Interpreting Financial Statements | Effective Budgeting & Forecasting | Tax Considerations Principles of Risk Management, Small Business Structures | Practice Investment & Retirement Strategies | Business & Real Estate Law

##### LIVE Virtual Q&A Opportunity (\*May 25)

After reviewing the pre-recorded sessions, join a LIVE webinar where you can connect with your fellow peers and get answers to your questions.

##### Chat Forum & Online Resources

Explore advanced topics, share ideas, and utilize additional online resources.

\*Q&A Dates and Speakers are subject to change\*

- ✓ Discover the dentist's role in practice finance.
- ✓ Apply knowledge & understand financial statements.
- ✓ Learn key elements for effective budgeting.
- ✓ Understand how to generate cash, manage debt, & effectively forecast for the future.
- ✓ Apply risk management principles to lessen practice risk.
- ✓ Decide which business structure works for you.
- ✓ Learn personal investment strategies to help your practice grow and thrive.

“There’s a lot of information here that will immediately affect the way you practice. Even if you don’t own a practice, learning how to manage your schedule, planning for a retirement, all of these things can be done right now.”

- Dr. James Tovar  
BusinessTRACK® Class I



## Human Resources

**ON-DEMAND SESSION**  
**MAY 27 - JULY 8**

**TRACK 3 INCLUDES: On-Demand Session (6 Weeks to Complete) • LIVE Virtual Q&A Opportunity • Online Resources**

Begin your journey by exploring and developing your cultural vision for your team. A healthy human resource culture is essential to the success of your practice!

### On-Demand Session Focus

Employment Law | Employee Recruitment, Selection & Placement | Employee Policy & Procedures | Compensation & Evaluating Performance | Employee Training & Development

### LIVE Virtual Q&A Opportunity (\*July 13)

After reviewing the pre-recorded sessions, join a LIVE webinar where you can connect with your fellow peers and get answers to your questions.

### Chat Forum & Online Resources

Explore advanced topics, share ideas, and utilize additional online resources.

\*Q&A Dates and Speakers are subject to change\*

- ✓ Learn how to comply with rules - EEOC, FLSA, OSHA, & more.
- ✓ Explore practical HR solutions for a dental practice.
- ✓ Drive employee engagement to retain talent.
- ✓ Develop a hiring and retention process.
- ✓ Learn total cost of human capital.
- ✓ Learn employee benefit options that are right for your practice.



## Marketing

**ON-DEMAND SESSION**  
**JULY 15 - AUGUST 26**

**TRACK 4 INCLUDES: On-Demand Session (6 Weeks to Complete) • LIVE Virtual Q&A Opportunity • Online Resources**

Behind every successful business is a comprehensive marketing strategy that builds your brand and coincides with your internal culture.

### On-Demand Session Focus

Marketing & Communication Planning | Patient Attraction & Retention | Print, Digital & Everything in Between | Website Basics & SEO | Build a Positive Practice Culture

### LIVE Virtual Q&A Opportunity (\*August 31)

After reviewing the pre-recorded sessions, join a LIVE webinar where you can connect with your fellow peers and get answers to your questions.

### Chat Forum & Online Resources

Explore advanced topics, share ideas, and utilize additional online resources.

\*Q&A Dates and Speakers are subject to change\*

- ✓ Utilize budget and strategic planning to create powerful marketing plans
- ✓ Learn best practices to communicate your vision to your employees and patients.
- ✓ Learn how to create a positive culture to attract & retain employees and patients.
- ✓ Understand print, digital and alternative marketing strategies to help increase your market share
- ✓ Navigate social & news media to grow your practice
- ✓ Determine how to integrate a love of your community with your practice.

# 2021 BusinessTRACK®



We understand that a dental practice is a unique business model. The BusinessTRACK® program is a customized program, created by dentists, specifically for dentists.

**LEARN MORE:**

[www.TAGD.org/BT](http://www.TAGD.org/BT)



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ACADEMY of  
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The Texas Academy of General Dentistry is designated as an Approved PACE Program Provider by the Academy of General Dentistry. The formal continuing education programs of this program provider are accepted by the AGD for Fellowship/Mastership and membership maintenance credit. Approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement. The current term of approval extends from 1/1/2019 to 12/31/2022. Provider ID# 219328