

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



# 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



## 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 dentists 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)

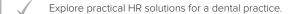
After reviewing the pre-recorded sessions, join a LIVE webinar where you can connect with your fellow peers and get answers to your questions.

#### **Chat Forum & Online Resources**

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

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





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.



## 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.

# Business TRACK®



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



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