

Leading you through four distinct tracks, this program drives your business skills and practice to a whole new level! The BusinessTRACK® curriculum uses a unique hybrid learning approach through experiential learning in a small group setting with capstone projects, online supplements, mentorship, and peer support.

ONLINE WEBINARS + IN-PERSON LEARNING + SELF-PACED PROJECTS



TRACK 1

Human Resources

Subject Code: 550

TRACK 1 INCLUDES: Pre-Session Webinar • 2 Full Days of In-Person Training • 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!

Pre-session Webinar

Learn the basic language to excel in human resources, including key concepts and terminology to get the most out of your in-person training

In-Person Training Focus

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

Post-session Chat Forum, Assignments & Online Resources

Explore advanced topics, share ideas, apply knowledge to complete assignments

- ✓ 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.



TRACK 2

Finance

Subject Code: 550

TRACK 2 INCLUDES: Pre-Session Webinar • 2 Full Days of In-Person Training • 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!

Pre-session Webinar

Learn the basic language of finance, risk management, business law, including key concepts and terminology to get the most out of your in-person training

In-Person Training 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

Post-session Chat Forum, Assignments & Online Resources

Explore advanced topics, share ideas, apply knowledge to complete assignments

- ✓ 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



TRACK 3

Practice Leadership & Development

Subject Code: 550

TRACK 3 INCLUDES: Pre-Session Webinar • 2 Full Days of In-Person Training • Online Resources

Come learn the secrets of leadership and cultivate an experience to keep your patients happy and your schedules full!

Pre-session Webinar

Learn the basics of practice leadership and development, including key concepts and terminology to get the most out of your in-person training

In-Person Training Focus

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

Post-session Chat Forum, Assignments & Online Resources

Explore advanced topics, share ideas, apply knowledge to complete assignments

- ✓ 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 4

Marketing

Subject Code: 550

TRACK 4 INCLUDES: Pre-Session Webinar • 2 Full Days of In-Person Training • Online Resources

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

Pre-session Webinar

Learn the basics of marketing, including key concepts and terminology to get the most out of your in-person training

In-Person Training Focus

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

Post-session Chat Forum, Assignments & Online Resources

Explore advanced topics, share ideas, apply knowledge to complete assignments

- ✓ 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.

BusinessTRACK[®] Austin, Texas



The dental practice is a unique business.

BusinessTRACK[®] was created by dentists for dentists to serve the dental community.

LEARN MORE:

www.TAGD.org/BT



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