

Drive Your Career Forward!

Do you have the drive to learn how to move your career and practice forward?

Get in gear and invest in your future with a new educational track developed by the Texas AGD, the BusinessTRACK® program. In collaboration with volunteer leaders, the Texas AGD always strives to bring world-class programs to members - like the FellowTrack Program for AGD Student Chapters, the New Dentist Study Clubs found throughout Texas, and the nationally known MasterTrack® program. These programs are just a few examples of why Texas AGD members say their membership is invaluable, and why Texas AGD continues to win the National AGD's Universal Award in Continuing Education year after year.

Leveraging those successes, Class I of the BusinessTRACK® program was successfully launched in 2019 and attendees were excited to immediately apply what they learned to drive their career and practice forward in 2020. According to Song Ahn, DDS, FAGD and Class I graduate, "This is something I have been waiting for, it is the missing link."

BusinessTRACK® Program Goals: The goal of the program is to provide general dentists with a hands-on, practical, and comprehensive foundation in dental business leadership and management, so that they can spend less time managing the business details of their practice and more time with patients. It incorporates the tools and resources necessary to confidently lead and provide the highest level of care to their patients. In other words, it will put you on the fast track to learning the business side of dentistry instead of spending a lifetime trying to figure it out. "You come away every weekend with plans and step by step instructions on what to change in your practice, it is your roadmap." said BusinessTRACK® advisor and attendee, Jennifer Bone, DDS, MAGD.

The Little Green Arrow: In 2016, the Texas AGD Board and Committee leaders developed a long term strategic plan to enhance and grow all educational opportunities for members. Back then, we called it the "little green arrow." According to Jeff Geno, DDS, MAGD and Immediate Past President of the Texas AGD, "It was literally a green arrow drawn with markers on a poster board that outlined the education a general dentist needs to develop their talents and provide a well-rounded level of patient care. There was so much passion from the leaders around this simple, yet impactful image." Today, we call it our value proposition and it is symbolic of the forward-moving journey or pathway members can follow for success in their practice.

BusinessTRACK®



"The Texas AGD has done a great job of putting together a really dynamic program. If you are new in practice or if you have been practicing for a lot of years, you have a wonderful opportunity to pick up pearls and learn a lot of things."

- Neal Shah, DDS, FAGD
BusinessTRACK® Class I

The BusinessTRACK® Model: With experts leading you through four distinct tracks 1) Human Resources, 2) Finance, 3) Practice Leadership & Development, 4) Marketing, this program will provide you with the tools to make the decisions that will optimize your success in your business and make it stand out from the rest.

Studies show that adults learn more effectively through hands-on learning and through learning with others in a group setting. The BusinessTRACK® program has captured this method and more.

- Hybrid learning: Undergo guided, experiential learning in a small group setting with interactive and hands-on exercises led by AGD dentists. The online course supplements maximize learning while providing ongoing support and peer mentorship.
- Peer-to-peer business case study sharing, mentorship, and ongoing support.
- Pre-session webinars to learn the basic language of the track, post-session online chat forum and online assignments to explore advanced topics, share ideas, and apply knowledge to complete assignments. These modules maximize learning and reduce travel time and expense.
- Each track builds upon the other to provide a comprehensive education.

Developed and led by an advisory team of experienced general dentists, expert speakers are chosen for this program to explore many different topics and subjects. “We can read as many books as we can, take as many CE’s as we can, but the direct connection with the doctors (advisors) and the professionals they have invited to lecture has been valuable to us.” said Daniela Punzalan, DMD, FAGD and Class 1 attendee. For example:

TRACK 1: Human Resources

Begin your journey by exploring and developing a healthy cultural vision for your team to ensure knowledge and performance meet current and future practice needs. We focus on:

- The value of creating a positive work environment.
- Employment fundamentals in employment law (EEOC, FLSA, OSHA, & more!).
- How to recruit, select, place, and retain employees.
- Development of employee policy & procedures.
- How to calculate the cost of human capital, compensate & evaluate performance.
- Engaging employees in training & career development.
- Practical HR solutions for a dental practice.

TRACK 2: Finance

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

- Learn the basic language of finance, risk management, business & real estate law, including key concepts and terminology.
- Understand, apply, and support financial strategic goals and objectives.
- Formulate sound fiscal and budget policies.
- Learn about and determine tax considerations and a business structure that works for you.
- Weigh options and develop practice investment & retirement strategies

BusinessTRACK® Task-Force Members

Jennifer Bone, DDS, MAGD
Jeffrey Geno, DDS, MAGD
Ben Bratcher, DDS, MAGD
Marc Worob, DDS, FAGD
Saskia Vaughan, DDS, MAGD
Luke Riley, DDS

TRACK 3: Practice Leadership & Development

Master practice leadership and communicate a clear vision that results in a positive culture and experience for employees and patients.

- Develop, implement, and evaluate activities and programs that address management resources needed to ensure that the current and future organizational and individual needs are being met.
- Create clinical protocols that bring case acceptance success
- Discover effective practice management systems.

TRACK 4: Marketing

Behind every successful business is a comprehensive marketing strategy that builds your brand and coincides with your internal culture. In Track 4, there is a strong focus to:

- Discover the fundamentals of a service-based business and how to develop, implement, and evaluate a marketing strategy that grows your practice.
- Understand the principles of a communications plan and how to maximize it to increase your digital footprint and advertising strategy.
- Unleash and engage business development skills to attract and retain patients.

It has been said that AGD members find much better career success overall, especially with the achievement of Fellowship, Mastership, and Lifetime Learning Service Recognition. We encourage you to enroll in this program to further advance and enhance your opportunities. This is but one reason why Texas AGD, whose mission is to help general dentists succeed, is giving you the keys to put your practice in the fast lane with BusinessTRACK®.



TRACK 1
Human Resources



TRACK 2
Finance



TRACK 3
Practice Leadership & Development



TRACK 4
Marketing