



# Practice Growth Program

Instituting an Effective

Meaningful and sustained Practice Growth in today's challenging environment requires insight and innovation. An effective long term Practice Growth Program must incorporate flexibility and a vision for the future. Scenario building and contingency planning are the sine qua non of all successful clinical practices.

Enrolled participants are sent a detailed questionnaire to answer and return prior to the meeting. The results are anonymously compiled and shared among the group. In addition, each participant will be asked to bring copies of select materials from their office. Following the forum, all verbal and written information will be organized, compiled and sent to each participant. This information will be made available only to forum participants.

All participants leave the course with 90+ pages of written materials, including a framework for constructing an effective Practice Growth Program, and examples of all letters and forms utilized for this purpose.

## A One Day Course

with Dr. Paul A. Fugazzotto, DDS

### This forum is not a lecture course.

The goal of this forum, chaired by a full time periodontal clinician, is to bring together 25 progressive periodontists to share ideas and challenge conventional "wisdom". The result will be a higher level of understanding and a unique vision for the future.



Friday, September 11, 2009  
8AM to 4:30PM • \$995.00

The Institute for Comprehensive Implant Therapy  
25 High Street, Milton, MA 02186

Please call (617) 696-7257 to reserve your space.

How are the challenges facing today's clinical periodontist best met?

What are the characteristics and components of an effective Practice Growth Program?

How is the impact of newer treatment modalities upon practice growth maximized?

How can newer technologies positively impact practice growth?

How are the quantity and quality of referrals increased?

What specific techniques and materials increase implant and periodontal case acceptance?

What are realistic overhead percentages for staff, etc., and how is overhead exquisitely controlled in each of these areas?

How do you combat insurance company interference while maximizing insurance coverage for implant and periodontal procedures?

How are possible future scenarios identified and effectively planned for?

What is the impact of a "practice ambassador"?