



HOW TO REDUCE BROKEN APPOINTMENTS BY 25% -50%

Broken appointments are one of the biggest frustrations — and costliest problems — faced by general dentists. Research indicates that the average dental practice loses between \$30,000 and \$140,000 a year (depending on the procedures missed) in cancellations and no-shows. And that's just for solo practitioners — multi-dentist practices lose even more.



Attendees will learn:

- The 7 most common reasons patients cancel... and which ones they can eliminate.
- The hands-down most important thing they must do before they book an appointment.
- The 3 reasons patients hesitate to proceed with treatment plans ...and how to keep the process moving.
- How to deal with new patients and emergency patients.
- How to present finances.
- How to take control and keep their office schedule full and productive.

Your audience will discover a proven step-by-step process to reduce cancellations and no-shows, so they can potentially add \$30,000 - \$140,000 to their top line annual revenue

Presentation Length: Short Seminar; or Half-Day Workshop

YOUR SPEAKER: Peter Gopal, PhD, is the president of Visionary Management, a consulting firm that helps dentists increase production and create business systems to improve practice profitability.

Since 1999, Peter has served as the business director of a dental practice operated with his wife, Dr. Hema Gopal, MBA, DMD. Peter is a regular contributor to *Inside Dentistry* as well as the Academy of General Dentistry's *Impact* magazine.



Peter has more than a decade of corporate experience at a Fortune 500 firm and is a graduate of the Wharton Management Program. He obtained his PhD in engineering from Cornell University.



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