



## ADA CATALOG SALES

### PRACTICE MANAGEMENT & MARKETING RESOURCES

ADA's Practice Management Guidebooks promote your practice's success and contains practical, sensible advice on building and managing a successful dental practice. To order any of the following publications, online [www.adacatalog.org](http://www.adacatalog.org), call ADA Catalog Customer Service at 800-947-4746.

#### PRACTICE MANAGEMENT RESOURCES

- ◆ *Starting Your Dental Practice: A Complete Guide*
- ◆ *Associateships: A Guide For Owner and Prospective Associates*
- ◆ *Practice Options For the New Dentist: A Financial Guide*
- ◆ *Valuing a Practice: A Guide For Dentists*
- ◆ *Basic Training I: for New Dental Office Staff*
- ◆ *Basic Training II: for New Clinical Personnel*
- ◆ *Basic Training III: for Dental Administrative Personnel*
- ◆ *Dental Office Design: A Guide to Building, Remodeling and Relocating*
- ◆ *Employee Office Manual: A Guide For the Dental Practice*
- ◆ *Recruiting and Retaining Staff: A Guide For the Dental Office*
- ◆ *Smart Hiring: A Guide for the Dental Office*

#### MARKETING RESOURCES

- ◆ *Dental Letters with impact!*
- ◆ *Develop a Dynamic Web Site for Your Practice*
- ◆ *Increasing Your Bottom Line with Effective Marketing*
- ◆ *Internal Marketing: A Step-By-Step Guide*
- ◆ *Non-Traditional Practice Settings: Developing New Ways to Practice Dentistry*
- ◆ *Periodontal Screening and Recording*
- ◆ *The Successful Fee-For-Service Practice*
- ◆ *The Ultimate Dental PR Kit*

## COUNCIL ON DENTAL PRACTICE ORDER FORM

### PRACTICE MANAGEMENT GUIDELINES & MARKETING RESOURCES

**3 WAYS TO ORDER!** CALL: ADA's toll-free number, ext. 2895 or 312-440-2895, FAX: 312-440-2924, or

MAIL: American Dental Association, CDP Resources, 211 East Chicago Avenue, Chicago, Illinois 60611.

IL residents add 8.75% tax and DC residents add 5.75% tax. Make checks payable to: American Dental Association

Online: [www.ada.org/prof/resources/topics/dentalpractice.asp](http://www.ada.org/prof/resources/topics/dentalpractice.asp)

ADA # \_\_\_\_\_ PHONE \_\_\_\_\_

NAME \_\_\_\_\_ ATTN \_\_\_\_\_

ADDRESS \_\_\_\_\_ APT/SUITE \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

Members \$50     Nonmembers \$110

ALL MATERIALS LISTED BELOW

Members FREE     Nonmembers \$15 each

Directory of Dental Practice Appraisers and Brokers

Directory of Practice Management Consultants

Members \$10 each     Nonmembers \$15 each

Directory of Dental Placement Services in the United States

Dental Mass Disaster Identification Teams in the United States

Closing A Dental Practice: A Guide for the Retiring Dentist or Surviving Spouse

Dental Management Resource Packet (DMSO)

Emergency Planning & Disaster Recovery in the Dental Office

#### Marketing Resources (All 4 listed below)

Members \$10 set     Nonmembers \$15 set

Marketing Resources Guide

Marketing Tactics to Help Build Your Practice

Surveys for the Dental Practice

Diversity in the Dental Practice

#### Practice Management Guidelines (All 10 listed below)

Members \$10 set     Nonmembers \$15 set

Communicating Infection Control to Your Patients

Establishing a Dental Placement Service

Flexible Benefit Plans in Dental Office

General Guidelines for Developing Business Plans

General Guidelines for Referring Dental Patients

General Guidelines for Written Employment Agreements Between Dentists and Employees

Guidelines for the Development of Mutual Aid Agreements in Dentistry

Informed Consent and the Law Article

Resources for On-the-Job Training of Dental Assistants

Practice Words of Wisdom Booklet

Amount Due: \$ \_\_\_\_\_ Date \_\_\_\_\_ Received By \_\_\_\_\_

Payment Options:  Visa     MC     AMEX

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## SEMINAR SERVICES PROGRAMS

The ADA Seminar Series is a group of 56 educational programs presented by 58 speakers covering a broad array of topics in the areas of practice management and clinical dentistry. The ADA offers these programs at a reduced fee to state, local, national and international dental societies as a member benefit. Programs are offered as half-day and full-day courses and are designed to offer societies with limited resources quality dental education programs. Speakers and programs are chosen for their dental expertise and relevance and may improve the care you provide. Speakers and seminars are scheduled on a continual basis with the ADA acting as a liaison between the speaker and the program chairperson. Oversight for the ADA Seminar Series is provided by the ADA's Council on Dental Practice. The ADA Seminar Series is partially underwritten by a grant from Sullivan-Schein Dental, a Henry Schein Company and Matsco.

To obtain a copy of the catalog or arrange for an ADA seminar, visit us at <http://www.ada.org> under Education and Career Resources in the Profession section or call the ADA's toll-free number, ext. 2882.

## SUCCESS PROGRAM

The one-day SUCCESS practice management seminar is scheduled at 20 - 25 dental schools each year. This seminar covers such topics as management decisions, practice leadership, the options for entering dental practice, locating a practice, associateships, purchase of a practice, personnel and staffing decisions, office communications, the cost of doing business, insurance processing, billing and collections, appointment scheduling, alternative reimbursement plans, HIPAA compliance, and marketing strategies. A comprehensive seminar manual is distributed to all seminar attendees to use as an ongoing reference and as a gift from corporate sponsors and organized dentistry. As part of a coupon redemption program, a coupon was distributed to those students in attendance at the conclusion of each seminar and could be redeemed for a free copy of one of seven of the Council's practice management publications. An additional benefit of the program involves the free distribution of the publication, *Starting Your Dental Practice: A Complete Guide*, to all senior dental students annually. For information on the SUCCESS Program, call the ADA's toll-free number, ext. 2882.

## DENTAL PRACTICE CONFERENCES

**SAVE THE DATES!** The Council on Dental Practice, along with the Council on ADA Sessions and International Programs, offers the two-day Team Building Conference, which is designed to bring dental team members together with a renowned group of practice management consultants to generate ideas and solutions to practice challenges. This two-day conference takes place during the ADA annual session.

- ◆ Team Building Conference – Sept. 30-Oct 1, 2004, in Orlando, Florida
- ◆ Dental Assistant Recognition Week – March 6-12, 2005
- ◆ Dentistry as a Business: Money, Management, Marketing and Technology – July 16-17, 2004

For more information on any of these conferences and to be placed on the mailing list, you may call the ADA's toll-free number, ext. 2895 or go to [www.ada.org](http://www.ada.org) and click meeting and events.

## DENTIST WELL-BEING PROGRAMS

The Dentist Well-Being Programs offer confidential assistance for dentists and/or their concerned family members. The Dentist Well-Being Programs helps dentists at the first sign of problems, with the goal of assisting the dentist toward optimum health while maintaining their ability to continue professional practice or to return to practice.

### The Well-Being Programs Offer:

**Personal Assistance**-- Skilled staff are available to assist and guide dentists with sensitive issues and other physical or mental conditions, which potentially impair the ability to practice.

**Referrals**-- The Well-Being Programs staff maintain current information on excellent treatment facilities for alcohol and other drug dependence evaluations, and state well-being committee contacts.

**Education**-- Assistance in providing seminars, lectures, and training for state dental societies, dental schools, and well-being committees on issues of alcohol and other drug abuse/ dependence and HIV/AIDS.

**Directories** of constituent dental society well-being volunteers and contact persons

**Litigation Stress Support Programs:** *A Handbook for Dental Societies*

**Information** about treating chemically dependent/recovering patients

**Consultation** to constituent dental societies on well-being program design

To reach the manager of the Dentist Well-Being program, call the ADA's toll-free number, ext. 2622.

## DISABLED DENTIST'S NETWORK

◆ To reach the Disabled Dentist Network please go to [www.ada.org/forum](http://www.ada.org/forum).

To reach the coordinator for ergonomics and physical disabilities, call the ADA's toll-free number, ext. 2895.

