



The ADA Practical Guide to Expert Business Strategies: Advice from Top Dental Consultants

American Dental Association

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You devote countless hours to the health of your patients. But how much time do you dedicate to the health of your business? Featuring today's leading dental experts, including Charles Blair, Susan Gunn, Cathy Jameson, Lou Shuman, and Sally McKenzie, *The ADA Practical Guide to Expert Business Strategies: Advice from Top Dental Consultants* addresses the following questions:

- Is your schedule balanced, overtaxed or underutilized?
- Which internal controls make would-be embezzlers think twice?
- How do you maximize collections and reduce write-offs?
- Which tasks should you delegate and which ones should you handle yourself?
- What do people see when they Google your name or practice, and how can you control it?
- How do you hire – and keep – an all-star staff?

Expert Business Strategies helps you understand key metrics that indicate your practice health and create systems that protect your business and keep patients coming back. 100 chapter discussion questions generate conversation and ideas to improve your practice – ideal for staff meeting topics or brainstorming sessions.

“Understanding the business of practicing dentistry has never been more critical. This book is full of valuable insights for dentists who are coping with the changes brought on by the new dental economy.”

- Roger P. Levin, D.D.S., Chairman and C.E.O., Levin Group, Inc.

Author, Chapter 7: Improving Patient Satisfaction and Retention

“The success of your practice will be in direct proportion to the success of your systems. Learn the systems. Learn how to motivate your team to implement those systems. Learn how to monitor the health and well-being of those systems. Here is the book that leads the way.”

- Cathy Jameson, PhD, C.E.O, Jameson Management

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