

**Dentistry's Business Secrets:**  
**Proven Growth Strategies for Your New or Existing Practice**

**Table of Contents**

**THE BUSINESS OF DENTISTRY**

- Chapter 1            What We Did Not Learn in Dental School
- Chapter 2            Why You Need a Template for Growth and Success of Your Dental Practice

**YOUR STYLE OF PRACTICE**

- Chapter 3            Should You Associate, Buy or Start a Practice from Scratch?

**SETTING UP SHOP**

- Chapter 4            Selecting the Right Location and Practice Opportunity
- Chapter 5            Office Design Decisions
- Chapter 6            Before Your Doors Open
- Chapter 7            Your Fee Schedule Determines Profitability

**HIRING THE IDEAL STAFF**

- Chapter 8            Is There an Ideal Staff?
- Chapter 9            Staff Skills, Duties and Expectations
- Chapter 10           Fielding the Perfect Team

**FIVE-STAR CUSTOMER SERVICE**

- Chapter 11           The Guest Mentality

**PRACTICE MANAGEMENT**

- Chapter 12           Time and Efficiency for the Dentist
- Chapter 13           Cost Controlling Strategies

Chapter 14            The Psychology of Dentistry

Chapter 15            Mistakes I Have Made

Chapter 16            Start Your Practice, Then Start Saving

### **A DAY AT THE DENTIST'S OFFICE**

Chapter 17            Treatment Planning for Case Acceptance

Chapter 18            Co-Payments, Collections and Financing

### **DENTAL INSURANCE MASTERY IN YOUR PRACTICE**

Chapter 19            Insurance 101

Chapter 20            Insurance Participation Decisions

### **MARKETING FOR PRACTICE SUCCESS**

Chapter 21            Creating a Powerful Marketing Plan

Chapter 22            Internal Marketing Efforts

Chapter 23            External Marketing Efforts

### **INTERNET MARKETING**

Chapter 24            Designing Your Website

Chapter 25            Getting Your Website Recognized (Search Engine Optimization)

Chapter 26            Social Media Marketing

Chapter 27            Website Resources

Chapter 28            Internet Glossary

### **CAN YOU REALLY DO THIS?**

Chapter 29            A Success Story

Closing

Practice Management Resources for Dentists