

# THE SOUTHERN MARYLAND DENTAL SOCIETY PRESENTS

1 Day  
8 hours CE

Practical Steps to Decreasing Stress and  
Increasing Profit in your Dental Practice

**When:**  
Saturday

October 5, 2019  
8:00 AM - 4:00 PM

## Meet the Instructor:



**Travis Campbell,  
DDS**

Dr. Travis Campbell is a full-time practicing dentist. He started his practice from scratch after graduating from Baylor College of Dentistry (2009) and

has grown this single dentist practice to be in the top 1% in the country. Having made the typical mistakes as a new business owner, he has worked diligently to learn how to become a highly capable business owner and dentist. He has a passion for helping others avoid the typical dental business pitfalls and become highly successful business owners, "CEOs" and team builders in addition to being Doctors. As a result, Dr. Campbell has become well known for his knowledge/experience in dental business management and efficiency. He is an author, speaker at dental seminars, a contributor of various on-line dental communities and a dental coach/consultant. His book on dental office management released in 2019, and another book for new dentists is scheduled in 2020.

College Park, MD (near Washington, DC)

Would you like to Decrease your Stress and Increase your Profitability?

Success can be either increased income or more flexibility and freedom. Either way, learning to more efficiently run your office can help you reach your goals. Spend a day learning practical steps to reach those goals.

### **Overhead and Profit: Are Bonus Programs Worth It?**

Learn how to evaluate your office for ways to improve profitability. Learn the pros and cons of bonus programs and whether they will work for you.

### **Delegation and Team Development**

Learn how to setup a great on-boarding process for new team members, how to train and develop team members to become rock stars individually and collectively, as well as reviewing ways to stay legal without letting toxic employees run you over.

### **Marketing Cycle and Media**

Learn why marketing works great for some, and not for others; everything from PPC and SEO to Mailers and Social Media. Gain simple techniques your team can implement tomorrow to improve your marketing efforts, regardless if your goal is 20 or 100 new patients each month.

### **Insurance and Discounts**

Simple and practical steps to understanding the Insurance Game and how you can Win. Learn to improve reimbursement and your relationship with patients. Change dealing with insurance from a nightmare to just a mild annoyance.

### **Implementation**

Let us end off with ways that you can go home tomorrow and implement the changes you want to see in your office. The skills and techniques discussed here will be useful for any seminar or CE you take in the future.

**Registration:**

301 345-4196

**Email:**

[Valerie@smdsdentists.org](mailto:Valerie@smdsdentists.org)

### **Tuition**

<b>SMDS Members:</b>	<b>\$195</b>	<b>Non SMDS members:</b>	<b>\$295</b>
<b>Residents/Students:</b>	<b>\$95</b>	<b>Team member:</b>	<b>\$95</b>

Breakfast, Lunch, Afternoon snack, hot and cold beverages will be provided.

Southern Maryland Dental Society Presents:

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Profit in your Dental Practice.  
1 Day 8 hours CE

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To be held in the SMDS Educational Facility, College Park, MD

Tuition

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Non SMDS Members: \$295.00

Residents/Students: \$95.00

Team Members: \$95.00

Please send Check Made out to:  
Southern Maryland Dental Society  
4920 Niagara Road \* Suite 306  
College Park, Maryland 20740  
301-345-4196

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ e-mail: \_\_\_\_\_

For further information please contact Valerie at: [Valerie@smdsdentists.org](mailto:Valerie@smdsdentists.org)

Cancellation fee: \$45.00

No refunds after September 27, 2019