

GENE ST. LOUIS
CEO, GENE ST. LOUIS CONSULTING



ABOUT OUR
SPEAKER

Gene St. Louis is a nationally recognized expert in dental practice management. She built her company from the ground up, holding both clinical and administrative positions prior to her consulting career. Having participated in the day-to-day operations of dental practices gives Gene a unique, insider advantage of how offices succeed. Clients feel confident with her first-hand experience that translates into relatable, personable, and reliable expertise.

Gene firmly believes in building positive relationships—whether it be personal interactions, business engagements or public forums—which lead to profitable results.

Gene has worked with hundreds of clients and has a national presence. She writes for a variety of dental publications and is regularly invited to speak at the top dental meetings throughout the United States and Canada.

PROGRAM DETAILS

RSVP BY: DEC 15, 2024



TO REGISTER CONTACT
Approach Management
Online, Phone or Email
✉ INFO@APPROACHMG.COM
☎ 1-877-748-0046

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centric
DENTAL LABORATORY

Date & Time

Jan 17 & Mar 7, 2025
8:30 - 3:30 pm

Location

Willowbrook Country Club
3205 W Erwin St, Tyler, TX

CE Credit

11 CE Total Lecture Hours
(for both seminars)

AGD Code

550

Fee

\$150 Dentist / \$75 Per Staff Member
Accepted Payment: Visa, M/C, Amex

Fee includes both seminars & lunch.

Cancellation Policy

For full refund please cancel no later than Dec 15, 2024.

Fundamentals of a
Thriving Practice

2-PART SERIES

THE HIRING CHALLENGE
&
THRIVING AS A PPO
PROVIDER

11
CE



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1/24/2024 to 12/31/2027 Provider ID#406668

PROGRAM PROVIDED BY



2 DAYS
JAN 17 & MAR 7, 2025

Fundamentals of a Thriving Practice

PROGRAM OUTLINE

GENE ST. LOUIS



How do I find the right talent that will support and drive my business goals?

How do I balance patient volume and service quality to maintain profitability?

How will my understanding of PPO structures affect my business?

What KPI's do I need to track to drive profitability?

These are questions that are frequently asked and certainly need to be answered for a practice to thrive in today's business environment.

This course will share information that has been accumulated from hundreds of successful practices Gene has worked with over the years across the USA.

She will share with you her success overcoming hiring challenges and tips for success in a competitive market through lecture and a participation based workshop.

Part 1

Jan 17, 2025

The Hiring Challenge: Recruiting Top Dental Talent in a Tight Market

- Recognize current trends in the dental labor market: Understand the factors contributing to the talent shortage in the dental field and their implications for hiring.
- Develop strategies for attracting top candidates: Learn how to position your practice as an attractive workplace and create competitive compensation and benefits packages
- Master interview techniques to assess fit: Discover effective interviewing strategies to assess both technical skills and cultural fit in potential hires.
- Implement retention strategies for long-term success: Explore how to create a positive work environment and retain top talent through professional development and staff engagement.
- Leverage technology and partnerships for recruitment: Gain insight into tools, platforms, and partnerships that can help streamline the recruitment process and access a wider talent pool.

Part 2

Mar 7, 2025

Thriving as a PPO Provider: Tips for Success in a Competitive Market

- Understand PPO structures and their impact: Explain the basics of PPOs, including how they function and affect dental practice profitability.
- Identify strategies for efficient PPO management: Discover best practices for managing PPO plans to maintain profitability and improve operational efficiency.
- Learn how to increase case acceptance: Explore techniques to present treatment plans effectively to patients with PPO insurance while maintaining a high case acceptance rate.
- Master patient education to drive loyalty: Learn how to educate patients about their insurance benefits and treatment needs to build long-term loyalty in a competitive market.
- Analyze key performance indicators (KPIs) for PPO success: Identify and track the most important KPIs that drive profitability when working with PPOs. How to determine which PPO's to keep versus eliminating certain plans.