



# OPTIMIZE YOUR PRACTICE!

## PRODUCTIVITY WORKSHOP

MARCH 2-4 & SEPTEMBER 28-30, 2023

IN DALLAS-FORT WORTH, TEXAS

Do you want to decrease your stress so you can enjoy the lifestyle you deserve? You can.

At PDA, we teach you how to boost case acceptance, calibrate your team for performance, and optimize the business for success.

This full-immersion 2.5-day workshop provides group and breakout sessions for every role so you can accelerate every aspect of the practice.

- Schedule productively without raising time or fees
- Get your team aligned to your standard of care
- Comprehensively diagnosis & treatment plan
- Use authentic marketing to attract ideal patients
- Seamlessly incorporate new technology & services

**REGISTER AT [PRODUCTIVEDENTIST.COM/WORKSHOP](https://productive dentist.com/workshop)**

THE PDA PRODUCTIVITY WORKSHOP PROVIDES 18 UNITS OF CE.



Nationally Approved PACE Program Provider for FAGD/MAGD credit.  
Approval does not imply acceptance by any regulatory authority or AGD endorsement.  
10/1/2020 to 9/30/2023  
Provider ID# 217561

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# WORKSHOP CURRICULUM

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## COMPREHENSIVE PATIENT CARE

Master the comprehensive exam and treatment planning process.

- Effective patient and team communication
- How to elevate the standard of clinical care
- Build rapport that drives trust and loyalty
- Advance clinical hygiene communication

## SCHEDULING & SYSTEMS

The reality is productivity goes up when you work smarter, not harder. Maximize efficiency in your current systems and delegate through team so you can:

- Take control of your finances
- Develop a self-directed team
- Grow your practice strategically

## TEAM ALIGNMENT

Operating a smooth and seamless practice with a calibrated team:

- Clinical hygiene breakout including co-diagnosis
- Administration & assistant breakout including productive scheduling
- Smooth hand-offs to elevate the patient experience

## ADVANCED CLINICAL HYGIENE

Easy and efficient ways to implement a comprehensive hygiene examination.

- Distinguish oral cancer risk
- Effectively communicate risk with patients
- Protocols for cancer treatment side effects and periodontal therapy
- Integrate additional screening such as blood pressure and salivary diagnostics
- Increase case acceptance

## AUTHENTIC MARKETING

Using a strategic approach, you learn how to expand your reach and attract clients perfect for you:

- Discover your authentic story
- Connect internal and external marketing for a seamless patient experience
- Hands on marketing collateral creation including video and social media

*"Had the privilege of attending a PDA conference and their team truly cares about helping us succeed and allowing us to be able to give the best care possible to our patients.*

*Everyone I talked to was very attentive, caring, helpful and genuine. I was really impressed!"*  
- Dr. Kevin Chai, 2022

*"Great program!! Learned a ton and so did my team. Best workshop we've ever been to together."*  
- Dr. Jacob Kuruvilla, 2022

*"The speakers, content, community, and the camaraderie between the visiting offices was a unique and transformative experience. I feel so lucky to have been able to attend PDA!"*  
- Paige O., 2022

**Registration Is Open!**

**ARE YOU A PDA CLIENT?  
EMAIL BRENT@PRODUCTIVEDENTIST.COM  
FOR YOUR SPECIAL MEMBER-ONLY PRICING**

Dr. Bruce B. Baird and Dr. Victoria Peterson welcome you to join us.

*"There is no better way to grow your practice, calibrate your team, and attract the patients you deserve. We look forward to seeing you in person, and for the lifelong relationships you will make."*

