Growing a successful dental practice today takes much more than simply providing great dental care. With changes in insurance and rapid shifts in technology, growing your practice takes knowledge, precision and flat-out change.

Driving new patients to your practice and getting your existing patients more engaged is just part of the challenge. Join us at The Hybrid Model to learn how to attract the right kind of patients for less money, fill your schedule to generate more dollars each business day and provide a level of service that will increase your patient referrals exponentially.

JOIN US! OCTOBER 9-10, 2015

EVENT DETAILS

DATE: October 9-10, 2015
PLACE: The Williamsburg Lodge
310 South England St.
Williamsburg, VA 23185

FEES:
Before August 1 –
$395 Doctor; $575 Doctor and Spouse; $245 Staff
August 1 and later –
$525 Doctor; $675 Doctor and Spouse; $325 Staff

CREDITS: 6 AGD

RSVP:
www.morrisoneducationcenter.com
or 757.818.4999

AGENDA:

Friday, October 9
7:30 a.m. - 8:30 a.m.  |  Continental breakfast and check-in
8:30 a.m. - 12:00 p.m.  |  Conference sessions
12:00 p.m. - 12:30 p.m.  |  Open time to view vendor exhibit
12:30 p.m. - 2:00 p.m.  |  Lunch
2:00 p.m. - 4:15 p.m.  |  Conference sessions
4:15 p.m. - 5:15 p.m.  |  Wine and cheese reception

Saturday, October 10
7:30 a.m. - 9:00 a.m.  |  Continental breakfast
9:30 a.m. - 1:00 p.m.  |  Conference sessions
1:00 p.m. - 2:00 p.m.  |  Box lunch – Open time to view vendor exhibit

Explore daily life in Colonial Williamsburg, visit world-class museums offering intriguing exhibits and hands-on activities for kids, and enjoy historically inspired restaurant meals and shopping!

MORRISON EDUCATION CENTER  |  7151 Richmond Road, Suite 306  |  Williamsburg, VA 23188
www.morrisoneducationcenter.com  |  757.818.4999

©2015 Patterson Dental Supply, Inc.
All rights reserved. 16P0133 (6/15)

The Williamsburg Lodge
310 South England St.
Williamsburg, VA 23185

Richmond Branch
8550 Magellan Pkwy., Suite 100
Richmond, VA 23227
Robert F. Morrison, DMD
Dr. Morrison is the founder of the Morrison Dental Group, the Morrison Education Center and the Morrison Migraine Center. After nearly 25 years of running a successful dental practice, Dr. Morrison has grown the Morrison Dental Group to four locations in three different cities. Always looking for innovative ways to deliver care, grow his practice and increase profits, Dr. Morrison now shares his success story and the keys to his fortune with dentists across the nation.

Alison Muckenfuss
If there is one thing that Alison knows, it’s that a successful dental practice gets most of its new patients as a result of referrals from existing ones. Because of that, her work revolves around training practices to give patients an exceptional experience. Alison has a background in education and spent over a decade teaching. She will light your practice’s customer service on fire with her keynotes on communication, patient retention, scheduling and more.

Alison Muckenfuss
Alison Muckenfuss joined the Morrison Dental Group as the Chief Operations Officer in charge of mastering key management and operational strategies of the Morrison Dental Group practices and affiliated corporations under the Morrison name. Earlier in her career she studied in London, England, as the Director of Occupational Health and Preventive Medicine for all of the naval detachments in the UK and Germany. After returning to the United States, Ms. Muckenfuss earned her business management degree and has a passion for transforming the business of delivering dental care.

OCTOBER 9-10, 2015
The Williamsburg Lodge  |  310 South England St.  |  Williamsburg, VA 23185

SPEAKERS:
Alison Morrison
Alison Morrison joined the Morrison Dental Group as the Chief Operations Officer in charge of mastering key management and operational strategies of the Morrison Dental Group practices and affiliated corporations under the Morrison name. Earlier in her career she studied in London, England, as the Director of Occupational Health and Preventive Medicine for all of the naval detachments in the UK and Germany. After returning to the United States, Ms. Muckenfuss earned her business management degree and has a passion for transforming the business of delivering dental care.

Robert F. Morrison, DMD
Dr. Morrison is the founder of the Morrison Dental Group, the Morrison Education Center and the Morrison Migraine Center. After nearly 25 years of running a successful dental practice, Dr. Morrison has grown the Morrison Dental Group to four locations in three different cities. Always looking for innovative ways to deliver care, grow his practice and increase profits, Dr. Morrison now shares his success story and the keys to his fortune with dentists across the nation.

Alison Muckenfuss
Alison Muckenfuss joined the Morrison Dental Group as the Chief Operations Officer in charge of mastering key management and operational strategies of the Morrison Dental Group practices and affiliated corporations under the Morrison name. Earlier in her career she studied in London, England, as the Director of Occupational Health and Preventive Medicine for all of the naval detachments in the UK and Germany. After returning to the United States, Ms. Muckenfuss earned her business management degree and has a passion for transforming the business of delivering dental care.

Alison Muckenfuss
Alison Muckenfuss joined the Morrison Dental Group as the Chief Operations Officer in charge of mastering key management and operational strategies of the Morrison Dental Group practices and affiliated corporations under the Morrison name. Earlier in her career she studied in London, England, as the Director of Occupational Health and Preventive Medicine for all of the naval detachments in the UK and Germany. After returning to the United States, Ms. Muckenfuss earned her business management degree and has a passion for transforming the business of delivering dental care.

Conference topics include:
» The Future of Dentistry
» Keeping Good Patients
» The Hybrid Model and Reimbursements
» A Dental Benefit Plan Designed by YOU!
» The Nuts and Bolts of Effective Customer Service
» Managing Your Schedule
» Driving Patients to Your Website
» Set Yourself Apart

If you are looking to change your perspective of the “insurance game” and you are ready to take control of this matrix, attend and explore The Hybrid Model and learn how it can benefit your dental practice.

A select group of vendors will be exhibiting goods and services that can help you maintain an efficient practice and a high level of patient care.

Our speakers consist of successful dental practice owners, expert practice administrators, 21st-century practice innovators, and skilled marketers and technologists.