

Credit & Collections for the Dental Office

> How to collect from your patients and **still keep them your patients.**

AUGUST 2, 2012 | SPOKANE
6:00 p.m. - 9:00 p.m.

AUGUST 3, 2012 | SPOKANE
9:00 a.m. - 12:00 p.m.



FEATURED SPEAKER
Edward Kising

Acknowledged as the
"best motivator" in
the collection business.



Credit & Collections for the Dental Office

IN THIS SEMINAR YOU WILL LEARN:

- How to collect your accounts receivable by telephone.
- How to collect your accounts receivable by personal interview.
 - If, when and how to initiate legal actions.
 - How to skip trace.
 - How to deal with stalls and objections.
- How to categorize your patients and motivate them to pay you.
- How to educate your patients about your office payment options.
 - How to deal with insurance companies.
- How to practice "preventive accounts receivable."
 - How to avoid NSF checks.
- Edward's "Eight Essential Tips" for making patients want to pay you.
 - How to get paid within 30 days by the insurance company.
 - How to educate patients about their dental insurance.
- Why the words "financial arrangements" cost your office time, money and problems.
 - How to get more treatment plans accepted.



FEATURED SPEAKER:

Edward Kisling

Edward Kisling is president of Victoria Management Strategies, Inc., a company dedicated to presenting quality seminars for the dental community. He is North America's premier speaker on credit and collection in the dental office. A previous owner of 24 credit bureaus and 25 collection agencies and a professional speaker for over 10 years to dental societies and conventions, Mr. Kisling's three-hour seminars are fast-paced, humorous and fact-filled.

Attendees will learn all aspects of credit and collection, including proper use of credit cards, how to use a telephone effectively, conduct a collection interview, skip trace, prevent accounts receivable, when to use an outside agency and how to collect from "friends of the dentist."

HERE'S WHAT PEOPLE ARE SAYING ABOUT THIS SEMINAR:

"As an office manager and spouse of the dentist, I recommend that this seminar be compulsory for all dental offices."
J.S., San Francisco, Calif.

"Our office cut accounts receivable by 70% in six weeks after attending Ed's seminar." E.W., Seattle, Wash.

"After attending Ed's seminar, our office morale is up, our cash flow is much higher because I no longer fear doing our accounts receivable." D.M., Chicago, Ill.

DATES, TIMES AND LOCATION:

Thursday, August 2, 2012 | 6:00 p.m. - 9:00 p.m.

Friday, August 3, 2012 | 9:00 a.m. - 12:00 p.m.

Red Lion Inn at the Park | 303 West North River Drive | Spokane, WA 99201

FEE:

\$95 per person | \$175 for office of two

RSVP:

Rachel Hale at rachel.hale@pattersondental.com

Seating is limited!