



# 2015-16 CE SEMINARS

**SPECIAL! REGISTER BY DECEMBER 31, 2015 AND SAVE \$200 ON ANY 2016 COURSE.**



## MANAGING BY THE NUMBERS

### LEAD YOUR TEAM TO A WINNING PERFORMANCE

Our flagship seminar, taught by Amy Morgan, CEO of Pride, will teach you how to succeed now and in the years ahead, exceed patient expectations and achieve practice management mastery. You will learn how to manage your practice by the numbers, improve internal efficiencies and accelerate staff performance at every level.

**Primary Registrant: \$595; Additional \$295**

San Francisco, CA	DEC.	4-5	2015
Charlotte, NC	JAN.	29-30	2016
Philadelphia, PA	FEB.	5-6	2016
Dallas, TX	MAR.	11-12	2016
Orlando, FL	APR.	1-2	2016
Washington, D.C.	MAY	13-14	2016
New Brunswick, NJ	JUN.	10-11	2016
Chicago, IL	JUL.	22-23	2016
Newport Beach, CA	AUG.	26-27	2016
Houston, TX	SEPT.	23-24	2016
Detroit, MI	SEPT.	30-OCT.1	2016
Atlanta, GA	NOV.	11-12	2016
San Francisco, CA	DEC.	2-3	2016

## EXIT STRATEGIES & TRANSITION PLANNING

### UNDERSTANDING YOUR ENTRY OR EXIT OPTIONS

Understand the success dynamics necessary for selling or acquiring a practice. Covered topics include appraisals and associate/partnership structuring and steps to achieve practice value maximization.

**Primary Registrant: \$695; Additional \$295**

Seattle, WA	JAN.	22-23	2016
Boston, MA	MAY	6-7	2016
San Francisco, CA	JUL.	29-30	2016
Chicago, IL	DEC.	2-3	2016

## NEW SEMINAR!

## PREPARING YOUR PRACTICE FOR THE FUTURE

(FORMERLY SMART MARKETING SOLUTIONS)

### THE SECRETS TO ATTRACTING, ENGAGING AND CONVERTING NEW PATIENTS

Find out the top strategies to attract new patients using effective "new school" marketing techniques and understand which tactics are most effective, so marketing dollars are spent on the right vendors, tools and strategies. Then, maximize your marketing efforts and budget by ensuring your team's skills are sophisticated and structured to convert those patients and to gain treatment acceptance, increasing ROI and new patient flow.

**Primary Registrant: \$695; Additional \$295**

Chicago, IL	DEC.	4-5	2015
Washington, D.C.	FEB.	26-27	2016
San Jose, CA	APR.	15-16	2016
Charlotte, NC	AUG.	26-27	2016
Morristown, NJ	SEPT.	23-24	2016
Houston, TX	NOV.	4-5	2016

## LEADERSHIP INTENSIVE RETREAT

This leadership intensive retreat is designed to build your leadership skills from the inside out so you can show up with more clarity and energy, serving others in the way you truly desire. Space is limited for this special course.

**\$1,795 per registrant**

Marin County, CA	FEB.	5-6	2016
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Pride  
INSTITUTE

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## NEW SEMINAR!

### MANAGING MUSTS

#### THE KEYS TO LEADING AND MANAGING A PRODUCTIVE EFFICIENT AND HAPPY TEAM THAT GETS RESULTS

Your team deserves the finest leadership, communication and staff management procedures in order to become a self-directed team. Whether you are the dentist, office manager or team leader, it is absolutely essential to learn the fine art of influencing and inspiring staff to "want to do what you want them to do".

**Primary Registrant: \$595; Additional \$295**

Pride HQ, Novato, CA	FEB.	26-27	2016
Chicago, IL	JUN.	24-25	2016

### TEAM TRAINING THE PRIDE WAY

#### MASTERING YOUR PRACTICE SYSTEMS

This seminar provides the foundation for training a dental team in operational systems, helping you achieve mastery while encouraging self-direction in your team.

**Primary Registrant: \$595; Additional \$295**

Anaheim, CA	MAR.	4-5	2016
Phoenix, AZ	JUN.	17-18	2016
Atlanta, GA	AUG.	19-20	2016
Philadelphia, PA	OCT.	14-15	2016

### PRODUCTIVE & PROFITABLE HYGIENE

#### 5 PROVEN SOLUTIONS TO INCREASE HYGIENE PRODUCTIVITY

Every hygiene department has undiscovered and undervalued areas that, if left untapped, affect no show and cancellations, case acceptance, periodontal health percentages and productivity. Learn how to redesign procedures and protocols that ensure a profitable continuing care practice, resulting in less chaos and enhanced patient care.

**Primary Registrant: \$695; Additional \$295**

Pride HQ, Novato, CA	MAR.	18-19	2016
Boston, MA	OCT.	7-8	2016

“ I've gained two major things since I've been with Pride Institute. The first is more effective communication. I feel better about my delivery with my team and with my patients. The communication skills training has had a huge impact on my team learning to respect one another. The second major benefit is that now I know my business. I had never taken business classes which left my practice vulnerable to embezzlement. Now I have a handle on where my money is coming from and where it's going which has given me a ton of confidence.”

—Paige Crowder, DDS, Waynesboro, VA



**Call Pat Sanders at (800) 925-2600 and visit us at [www.prideinstitute.com](http://www.prideinstitute.com)**