

# Maximizing Practice Growth Potential

Friday through Sunday, March 30 - April 2, 2023  
The Woodlands Resort, The Woodlands, Texas

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**Friday, March 31**      **General Session (all participants)**  
**8:00 to 4:00**

- Why Every Surgical Practice Needs an Implant Coordinator: **Increased Referrals, Increased Case Acceptance, and Increased Production & Profitability**
- Maximizing the Implant Coordinator Role to Create More Practice Efficiency and Profitability – You Might Need to Revamp It
- Upping Your Game and Realizing Your Professional Goals
- Contributing to Practice Growth with Successful Referral Outreach

*Special Guest Speaker Dr. Yoko Kimura visiting from Sapporo, Japan will be presenting how the JDICA is making the Implant Coordinator an integral part of dentistry in Japan and sharing the benefits of offering full-arch treatment for the edentulous population.*

**Saturday, April 1**      **Implant Coordinator Workshop**  
**8:00 to 4:00**

- Consults & Fee Presentations that Maximize Case Acceptance
- Tracking Case Acceptance and Recapturing “Pending” Revenue
- Productive Referral Outreach Plan, Successful Office Visits
- Effective Lunch & Learn and Snack & Share Meetings

**Saturday, April 1**      **Marketing Workshop**  
**8:00 to 4:00**

- Balancing Your Multiple Responsibilities
- Strategic Planning for Referral & Patient Marketing
- Outsourcing to Expand Your Marketing Capabilities
- Assessing Practice KPI's and How You Can Improve Them
- New Concepts for Referral Marketing
- Evaluating Your Digital Marketing Strategy

**Sunday, April**      **Premier Member Workshop**  
**8:00 to 2:00**

*Topics and group discussion to be determined based on Premier Member survey.*

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## Speakers & Workshop Facilitators

**Dr. Yoko Kimura, Sapporo, Japan**  
*Director JDICA, Director Malo Clinic Sapporo*

**Kathi Carlson, CDA, FADIA**  
*Certified Coach and Motivational Speaker, Neocis Consultant*

**Cynthia Bollinger**  
*OMS Practice Consultant, Director IDIA, Director DICA*

**Nicole Fortune, MBA, RDH**  
*Hygienist, Speaker, Director of Professional Relations*

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For more information contact Cynthia Bollinger, [cynthia@idia.org](mailto:cynthia@idia.org) · To register visit [www.SWSOMS.org](http://www.SWSOMS.org)