

1 A Comprehensive Practice Analysis, in writing, detailing the practice area(s) most in need of attention/work to achieve profitability. These will be presented in order of most to least necessary; the Client may choose to rearrange the order of importance before we begin training or making changes. One comparison of the practice fees against a fee survey from Dr. Udell Webb, to determine the best pricing strategy for the practice. A copy of our proprietary Financial Agreement System. We require remote log-in to your system to access reports/fee schedules/etc. and prefer to work on a little used workstation to access data as needed.

2 Two doctor calls per month; these tend to run 45 minutes to one hour in length. If preferred we can work with/through practice management personnel (your office or operations manager) through conversation, email, and teleconference, provided the doctor(s) will act on initiatives. Email and text communication are included and expected; we reserve the right to ask for additional calls or communication as needed. Separate individual or group employee trainings via Zoom™ will be scheduled at the request of the Coach or based on the needs of the Client.

3 **Human Resources support including:**

- Our eight-step "Hiring For Success" program which will ensure you layer the most qualified and behaviorally compatible employees into your practice. We will write and place ads, screen applicants, assess and provide background checks and references for each applicant. Client will be billed separately for ad expenses.
- Recruiting and training of team members (regardless of position) including Associate Dentists or Locum Tenens Dentists
- DISC Assessments for all team members; the practice may contract separately for a Team DISC analysis.
- Mediating serious discussions or asking for improved performance with documentation
- Recognizing and rewarding excellence in your team and setting up systems for improved teamwork and cooperation
- Office manual creation or edits as requested
- Software training, deployment or upgrade management

4 **Accounts Receivables or Reimbursement support**

- Detailed review of insurance plan reimbursement and support in adding/dropping plans
- Collections systems training or modification

Credentialing for new locations or providers, as requested. This includes:

- Initial information gathering and accuracy review of provider verifiable history
- Exhaustive review of all insurance lines and subsidiaries to have a full roster of applicable companies
- Application completion and submission
- Spreadsheet monitoring for all applications and approvals
- Weekly delivery of updates, milestones, challenges, and successes in written form

6 **Marketing**

- Social media startup and/or weekly placement; these posts will be created including risk reduction offers and messages in line with the practice's branding initiatives. We must be made administrators on your social media to perform these tasks.
- Exterior LED sign marketing. We generate a monthly/quarterly excel spreadsheet of marketing initiatives to be placed on your sign. We do this work through remote access to your system or a laptop controlling the sign itself.