

THE PARAGON OFFICE MANAGER ACADEMY



PROGRAM DETAILS

The Paragon Office Manager Academy will be held in Baltimore, Maryland on **August 17 - 18, 2017**. This academy is specifically geared for the true office manager position. Unlike most Academies where all team members are encouraged to attend, the Office Manager Academy is designed for true office managers with the responsibility and authority to carry out the doctor's vision, wishes and goals – often, it is the doctor himself/herself who acts as the office manager. This meeting is one of three academies offered every other year.

The intended focus and content is geared towards office and practice managers. Topics covered in this academy include: managing varying patient and staff personalities, delegation, numbers, human resources (SOP), strategies to handle difficult situations, effective communication, and marketing.

LOCATION

Baltimore Convention Center

1 W Pratt Street | Baltimore, MD 21201 | 410-649-7000

Reservations can be made at the **Hilton Baltimore**, *401 W Pratt Street, Baltimore, MD 21201, (443) 573-8700*, and are confirmed on a first-come, first-served basis. To obtain our group rate of \$159 per night mention you are with Paragon Management. Reservations must be made by **Monday, July 17, 2017**.

FLIGHT INFORMATION

When researching airfare, Paragon suggests using search engines like Expedia and Travelocity to find the best available airfare. Always book your airfare directly through the airline!

Denver (DEN) to BWI	\$416	Orlando (MCO) to BWI	\$251
Columbus (CMH) to BWI	\$232	Chicago (MDW) to BWI	\$254
New York (ISP) to BWI	\$324	Indianapolis (IND) to BWI	\$236

Flights researched on southwest.com and/or expedia.com

Thursday, August 17, 2017

Time	Section	Topic	Speaker
9:00 – 10:30	Section 1	<p>Roles and Responsibilities of the Office Manager</p> <ol style="list-style-type: none"> 1. Positive financial impact an office manager can make on a dental practice 2. Responsibilities involved with the position 3. Challenges faced by office managers 4. Solutions to these challenges 	<p>HOPE REKTORIK</p> <p>Hope Rektorik, a senior consultant, has been with The Paragon Program™ for over 25 years. She consults with dentists on a variety of topics including strategic management, growth and profitability, goal achievement, systems management, marketing, case acceptance, human resources, communications and embezzlement risk reduction. Hope has a degree in dental hygiene and a business degree from Towson University in Maryland. hoperektorik@theparagonprogram.com</p>
10:45 – 12:00	Section 2	<p>Leadership vs. Management</p> <ol style="list-style-type: none"> 1. The very important difference between the two 2. The Habits of Successful Leaders 3. Nine reasons employees leave and it's not money 4. Why don't we delegate for more success? 	<p>LINDA MAREK</p> <p>Linda has been leading the Academy portion of The Paragon Program™ for many years. Now, she has taken this highly acclaimed training to the next level. She has sought out the topics requested by Paragon clients and put them into a dynamic 2-day presentation for every dental office's benefit. lindamarek@theparagonprogram.com</p>
1:30 – 2:45	Section 3	<p>Dental HRM (Human Resource Management)</p> <ol style="list-style-type: none"> 1. Interviewing and hiring process 2. Millennial workforce 3. Communication with employees 4. Performance evaluations, motivation and dealing with negative employment situations. 5. Practical information for one who hires, does evaluations and has the unfortunate job of terminating employment 	<p>HOPE REKTORIK</p> <p>Hope has practical information for the HR duties performed by the office manager. Her commonsense approach to staffing, teamwork and motivation will be valuable for the office manager. Hope believes finding the right staff and maintaining a highly effective team are key factors for success in your office. hoperektorik@theparagonprogram.com</p>
3:00 – 4:30	Section 4	<p>Marketing</p> <ol style="list-style-type: none"> 1. Come away with marketing tools that can be implemented immediately to the practice with spending little or no money 2. Learn how to influence new patient numbers and increase case acceptance through internal marketing 3. Leave with marketing ideas and strategies, team meeting agenda and planning chart to develop and implement a personalized office-marketing plan 	<p>SUE DEMSKE</p> <p>Sue has been consulting for the past 25 years and has facilitated and guided over 500 dental offices to create a dynamic collaboration between the dental team and the dental patient based on excellence and ethics. She works with practices that produce values of \$500,000 to \$10,000,000 and knows that there is no cookie-cutter approach to practice success. Suedemske@theparagonprogram.com</p>

Friday, August 18, 2017

Time	Section	Topic	Speaker
7:00 – 8:30	Section 5	<p>Profit & Loss Statements / EBITDA</p> <ol style="list-style-type: none"> 1. What every doctor and office manager should know about P&L statistics 2. How to determine goals which include appropriate profitability 3. Setting up a P&L so you can use your information easily 	<p>LINDA MAREK</p> <p>Linda's background in dental assisting, dental office management, hygiene, supply representation and public relations allows her to bring a wide perspective of growth potential for dental teams. She has consulted for 31 years and speaks regularly for Paragon and other dental groups. You will enjoy her style as she strives to bring tough subjects to light with intensity and humor.</p>
8:45 – 10:30	Section 6	<p>Successful Training Programs for New Hires</p> <ol style="list-style-type: none"> 1. A schedule of successful integration for new hires will be presented 2. How to keep the new relationship strong with horizontal and vertical leadership 3. How to utilize checklists for success 	<p>While The Paragon Academy™ series is often referred to as “drinking from a fire hose,” we are confident you will go back to your office with many pearls to improve the areas by which you are challenged.</p> <p>lindamarek@theparagonprogram.com</p>
10:45 – 12:00	Section 7	<p>Key Performance Indicators (KPI's)</p> <ol style="list-style-type: none"> 1. Managing by statistics, which stats are right for each team member? 2. How to measure office, team, and individual growth 3. Examples of how measuring can lead to new profitability 	

FREQUENTLY ASKED QUESTIONS

1. What are the times for this academy?
 - They are exactly like all other Paragon academies. Thursday we begin at 9 a.m. and end at 5 p.m. Friday we begin at 7 a.m. and end at 12 p.m.
2. Is breakfast served during the meetings?
 - There is no breakfast on Thursday morning, however coffee will be available. On Friday, we will provide a modified continental breakfast with eggs. If this is not conducive to your dietary needs please make the necessary plans ahead of time to grab breakfast.
3. Who should attend?
 - Doctors, office managers and senior team leaders.
4. What is the 3x factor Ken Runkle talks about?
 - Actually according to Linda Marek (senior consultant and vice president of Paragon Management) those practices that attend **with their doctor present**, receive at least three-times as much from that seminar than a practice that merely sends their staff. Doctors are highly encouraged to attend with their team to Paragon academies!
5. What should I expect to get out of this Academy?
 - This meeting will cover a wide range of topics including the roles and responsibilities of an office manager, the difference between leadership and management, a training program to make new employees successful, understanding profit and loss statements from a staff perspective and key performance indicators.
6. How often will Paragon have this academy?
 - The Paragon Program™ hosts the Business Academy 1.0 and the Hygiene Academy™ every year. Paragon hosts the Business Academy 2.0 every other year. The Office Manager Academy, the New Practice Academy and the Dental Assistants Academy will be held once every three years. We have given some thought to the timing of our academies and we believe this timing is the best way we can serve the doctors, their teams and their practices.
7. How does Paragon define an office manager?
 - An office manager is not simply the business coordinator of a dental office. It is the person who represents the doctor's vision and wishes, and manages the team to carry forth tasks to achieve this vision. Often times we use the term office manager because we don't know what other title to use for a business team member. This meeting is not for that person - they will find the topics covered to be of no use since they do not fulfill that role in the practice. We look forward to growing this role in many offices with the team members who fill this advanced role in the doctor's managerial team.

The speakers presenting may discuss various products or services during the lecture program. No speaker listed nor Paragon Management receives any type of financial compensation for mentioning any

product or service included in their presentation. It is based solely on industry feedback and statistics. Paragon Management and all speakers contracted strive to use unbiased statistics and market research.

PLEASE REMEMBER

1. Bring a sweater or jacket as meeting rooms are often very cold.
2. In order to send everyone on his or her way before rush hour, we will not take a lunch break on Friday. You are welcome and encouraged to bring snacks.
3. A list of restaurants with lunch and dinner options is provided in the notebook Paragon will give you at the meeting.

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RECOGNIZED PROVIDER

We feel continuing education is vital to the success of your practice and personal growth. Paragon has gone to great lengths to ensure that our participants receive continuing education credits for every academy we offer. Recognition term: November 2015 – December 2017.

Paragon Management is an approved provider of continuing dental education, and acknowledges that all courses relating to the areas of human resources and practice management aspects of dentistry are accepted by the AGD (PACE), ADA (CERP).



ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of dental education. ADA CERP neither approves nor endorses individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry. Concerns or complaints about a CE provider may be directed to the provider or to ADA CERP at www.adaorg/gotocerp.

CANCELLATION / REFUND POLICY

Paragon reserves the right to modify the advertised course content or change the times and dates of any courses offered. In such a case, a full refund will be issued for any party who is not able to accommodate the change in their schedule. Also, please note that Paragon is not responsible for participant reimbursement of airline tickets, hotel reservations, or any other incurred expense in the event that a course is altered or changed.

All registration fees may be processed at the time of registration or thereafter leading up to the program start date. Cancellations received the day of the course may not be eligible for a full refund; however, registrants may choose to receive a credit toward a future course Paragon offers.

