

In order to be invited to this study club, your practice has to meet all of the following criteria.....

- Your gross production, net production, and net collections demonstrate that your practice has grown by at least 7% each year over the last 10 years.
- Your EBITDA, or profitability, is greater than 20% per year.
- You are continuing to experience and focus on continual growth in your practice.

This meeting is only for the doctor/owner of the practice who meet these criteria. *If you have a reason to invite someone else to accompany you, please call me directly.*

By now, you are probably realizing why I want this meeting to stay off the grid. I don't want any pushback or hurt feelings of those who are frustrated because they currently don't qualify and weren't invited to the Blue Vase Study Club. Some doctors might say that since they have a large practice, have been a part of The Paragon Program™ for a long time, or because of their age, they should be invited. Even with all these factors, they will not be invited because they don't meet the specific criteria listed above.

Coffee will be served at 7:00 AM followed by breakfast at 8:00 AM. Lunch will be served at 12:00 Noon. There will be no Paragon Event Sponsors invited to this event.

I understand if you can't make it but want you to know this will be a one-of-a-kind dental practice management study club.

Due to the sensitive nature of this "by invitation only" meeting I ask you not to share any of the details of this meeting with any of your friends, dental colleagues, Paragon colleagues, vendors, bankers, accountants, financial planners, or Paragon sponsors. I'm sure you understand the sensitive position that Paragon is in.

All the Best,
Ken