## OWNER ORGANIZING BOARD ~ DENTIST **OFFICE MANAGER** COMMUNICATIONS EXECUTIVE PRODUCTION EXECUTIVE PR OFFICER **QUALIFICATIONS DIVISION** (5) **PUBLIC DIVISION** (6) **EXECUTIVE DIVISION** (7) **COMMUNICATION DIVISION** (1) **DISSEMINATION DIVISION** (2) TREASURY DIVISION (3) TECHNICAL DIVISION (4) **EXECUTIVE PERSONNEL** MARKETING INCOME **TECHNICAL SERVICES** VALIDITY **PUBLIC INFORMATION** Personnel Advertising Weekly Planning Surveys & Positioning Patient Invoicing & Billing Patient Scheduling Patient Follow-up Consultations Internal & External Marketing Financial Planning Personnel Hiring Insurance Billing Doctor Schedule Patient Satisfaction Health Screenings Program Execution Personnel Hatting Campaigns Collections Hygiene Schedule Verification Introductory Lectures Promotion Production, Mailings, Other Introductory Services Patient Accounts Files **Appointment Confirmations Ouality Control Surveys** Internet Advertising Marketing Liaison DISBURSEMENTS REFERRALS **EXTERNAL AGENCIES COMMUNICATIONS PUBLICATIONS & PREPARATION ENHANCEMENT LIAISON PRODUCTS** Purchasing Staff Training Networking Reception Room Set-up Telephone Publications, DVDs and Audio Bills Recording Sterilization Staff Care Alliances Legal Patient Referral Programs Licensing & Insurance Memos/Despatches Stocks & Delivery Bills Paying Stocking Seminars/Symposiums Lab Case Follow-Up Continued Education Accounting Internal/External Comm Product Stocks & Delivery Pavroll Professional Referral Programs Governmental & Community Dental Supplies Inventory & Mail In/Out Creditor Files **Programs** Re-order Relations Copier/Fax/E-Mail **OWNER INSPECTIONS & REPORTS** PATIENT EDUCATION RECORDS, ASSETS, **PRODUCTION CORRECTION PUBLIC RELATIONS** MATERIEL Stats Collection Dissatisfied Patient Handling Practice Public Relations Goals TX Plan Preparation Doctor Policy Stat Information Center Patient Interview Banking Associates Corrected Services Area Group Liaison Strategic Planning **Inspections & Reports** Patient Treatment Acceptance Financial Records Hygienists Corrected Products Civic Group Liaison **Programs** Ethics handlings & Sign-up Audits Assistant(s) Corrected Staff PR Events Supplies (office/business) Public Service Programs Estates Corrected Organization Charitable Causes CFO **Equipment Maintenance** Treatments Delivered VFP: AN ESTABLISHED ETHICAL **VFP:** INCOME GREATER THAN VFP: FULLY AND CORRECTLY VFP: A CORRECTED VFP: A SOLVENT. VIABLE & **VFP:** WELL INFORMED PATIENTS **VFP:** VOLUME NEW PATIENTS ORGANIZATION AND ITS PROFITABLE ORGANIZATION COMPANY ACCEPTING THE FULL NEEDED OUT-GO PLUS RESERVES TREATED PATIENTS WHO ARE WELL PRODUCTS TREATMENT AND SATISFIED STATS: STATS: STATS: STATS: **STATS: STATS:** \$ COLLECTIONS # NEW REACHES STATS: % APPOINTMENTS KEPT # CONSULTS \$ COLLECTIONS CASH/BILLS # STAFF NORMAL OR ABOVE \$ BILLS PAID # NEW PATIENTS \$ PRODUCTION TOTAL \$ SERVICES SIGNED UP DIVIDED BY STAFF LETTERS IN / OUT % RISING STATS INSURANCE BILLED # TREATMENT PLANS FULLY \$ SERVICES SIGNED UP BY # POSITIVE PATIENT SURVEYS BULK MAIL OUT INSURANCE COLLECTED PROFIT COMPLETED EXISTING PATIENTS