



LEARN. IMPLEMENT. GROW.
WORLD CLASS
BUSINESS EDUCATION
FOR DENTAL PRACTICES

HenryScheinDBI.com

 HENRY SCHEIN® Dental Business
INSTITUTE[™]
Business Education for the Entrepreneurial Dentist

LEARN. EXPERIENCE. TRANSFORM.

The Dental Business Institute at Henry Schein is designed to support and guide dentists through a successful entrepreneurial exploration of their business and its potential in an ever-changing marketplace. It is a year-long engaging educational program that guides practitioners through the process of applying different business concepts and techniques to their practice vision. The program examines major trends, tools and techniques for leading and running a practice or group of practices using case reviews, discussions and in-class skill development lead by top experts in their field and the industry.

Every class involves a guided simulation where attendees can experience the impact of business decisions prior to investing time and resources. Each action is tested to determine the impact on cash flow, profitability and valuation. Participants learn where to adjust prior to implementation in the real world. They leave with the skills to be highly effective leaders capable of development a high-performance culture, a strategic plan and a team that will fulfill the vision and purpose of the dentist.

**“Its been an incredible journey. Eye opening.
Confidence building.”**

– Jeremy Brosky, Brosky Dental Group | Cincinnati, Ohio

**“It’s been entirely beneficial from the entire
‘dreaming’ to ‘doing’ spectrum.”**

– Tyler Lewis, Texas Center for Cosmetic & Implant Dentistry | Houston, Texas

**“The Dental Business Institute really helped me
think through some of the problems dealing with
management, leadership, and long term vision.”**

– Reshma Dhake, Forever Dental | Chicago, Illinois



Participants Will Explore Four Key Fundamentals of Entrepreneurism:

Plan

A good business may not have a plan to follow but a great one does. The plan is the essential road map to success. This living document generally projects 3 to 5 years ahead and outlines the route a company intends to take to grow revenues.

Build

Business is a matter of practical experience. To build a successful business, you must master some basic yet crucial steps.

Lead

Depending on the research you read, estimates of failed change efforts vary from 50% to 80%. That is an enormous loss of time, energy, resources, and morale.

Lean

The core idea of lean is to maximize customer value while minimizing waste. Simply, lean means creating more value for customers with fewer resources. A popular misconception is that lean is suited only for manufacturing. Not true. Lean applies to every business and every process. It is not a tactic or a cost-reduction program but a way of thinking and acting for an entire organization.

Topics covered in each session:

This advanced course is delivered in four 3-day sessions and is guided by industry leaders dedicated to imparting the skills necessary to grow your practice and achieve your goals.

- 01** Business Strategy, Marketing And Financial Road Map. **Planning**
 - 02** Infrastructure, Finance, Human Capital, **Building**
 - 03** Compliance, Performance Management, Culture, **Leading**
 - 04** System Creation and Review, **Lean Process Models**
- ✓ Investor business plan presentation. **Culmination**



Attendee Profile

The Henry Schein Dental Business Institute program is ideal for dental practice owners who want to explore different business models, streamline their business and/or grow and expand and is applicable for solo, multiple locations, group or corporate owners. Throughout the curriculum, the Dental Business Institute delivers critical business education to allow dentists to succeed in the fast-paced dental marketing. Participants must attend all four sessions.

Winter 2018 A Session Dates:

PLAN: January 10-12, 2018
BUILD: April 11-13, 2018
LEAD: July 11-13, 2018
GET LEAN: October 10-12, 2018

Winter 2018 B Session Dates:

PLAN: January 11-13, 2018
BUILD: April 12-14, 2018
LEAD: July 12-14, 2018
GET LEAN: October 11-13, 2018

Spring 2018 Session Dates:

PLAN: March 8-10, 2018
BUILD: June 7-9, 2018
LEAD: September 13-15, 2018
GET LEAN: December 6-8, 2018

Fall 2018 A Session Dates:

PLAN: August 15-17, 2018
BUILD: November 14-16, 2018
LEAD: February 13-15, 2019
GET LEAN: May 15-17, 2019

Fall 2018 B Session Dates:

PLAN: August 16-18, 2018
BUILD: November 15-17, 2018
LEAD: February 14-16, 2019
GET LEAN: May 16-18, 2019

Class Location:

Milwaukee, WI
Henry Schein Dental
10920 W. Lincoln Ave.
West Allis, WI 53227