



Dental Business Institute Foundations

Excellence in Dental
Business Education

 HENRY SCHEIN® Dental Business
INSTITUTE™

www.HenryScheinDBI.com



→ Strong Business Foundations. Stronger Dental Practices.

The Henry Schein Dental Business Institute (DBI) delivers professional business education for dental practices. This program is ideal for dental practice owners like you, who want to explore different business models, streamline their business, grow, and be more profitable. Any dental practice seeking to learn and strengthen its fundamental business acumen will benefit from this unique curriculum focused on the business of dentistry. Throughout each session, the Dental Business Institute delivers critical business education to allow dentists to succeed in the fast-paced dental market.



→ Single Location to Multi-Site. For Practices Looking to Improve and Grow.

The Dental Business Institute's powerful courses are based on dynamic market conditions and are individually tailored to meet the lifecycle of your business. With courses designed to address your current needs and those of the future, DBI will grow your business skills; giving you the knowledge and skillset to capture opportunities. At every point of your business education journey, DBI will deliver theory and applied skills, allowing you to learn in an immersive, experiential, and peer-supported environment.

Powerful Results

The power of relationships can deliver tangible business results.



“We’ve learned about what tools are at our disposal. What new technologies create amazing economies of scale, allowing practices to grow from one location to five locations by centralizing administration, lab functions, and digital workflow. All of these amazing things make multiple locations a viable reality.”

- 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, DDS
Forever Dental
Chicago, Illinois



“What has been most helpful is learning about what is actionable. Have your goal. Have your vision. But now, put it into action.”

- Dr. Diana Pickard
Northwoods Dentistry, S.C.
Phillips, WI

Dental Business Institute Foundations

Delivered in four three-day sessions and guided by dental industry leaders dedicated to imparting the skills necessary to grow your practice and achieve your goals.

PLAN →



The **PLAN** sessions provide you the foundation upon which dental practitioners can effectively build businesses. You will gain and refine fundamental skills in executive communications, finance, and marketing.

Topics Addressed:

- Create and communicate a vision for your practice
- Understand and use profit and loss statements to drive growth
- Apply corporate structures to leverage tax advantages
- Learn comprehensive marketing strategies and marketing ROI evaluation

Key Outcomes:

Develop and communicate your practice's vision. Learn how to effectively read and use practice financial statements as management tools and develop a realistic capacity to evaluate marketing ROI across platforms.

BUILD →



The **BUILD** sessions allow you to establish, evaluate and refine your business resources as you seek to improve and build upon your existing business operations.

Topics Addressed:

- Discover the process of valuing dental practices
- Examine common pitfalls in lease and property owner agreements
- Develop an understanding of how job descriptions, policy manuals, and employee handbooks can help your practice succeed

Key Outcomes:

Develop a growth or expansion plan that addresses technology, physical infrastructure, and human capital. Confidently explore expansion opportunities that match the developed business plan.

LEAD →



The **LEAD** sessions deliver skills and resources related to team development and leadership capacity for you, the practice owner. You will examine methods of creating motivated staff members across your organization.

Topics Addressed:

- Enhance your personal leadership capacity
- Create and sustain a culture of engagement and success for your teams
- Learn to recruit, select, and onboard talent successfully
- Create effective compensation systems

Key Outcomes:

Develop your personal capacity to lead. Design a functional organizational chart and develop a stakeholder mentality for the business. Convey skills to lead a talent acquisition process that improves retention and enhances capacity to attract key team members.

LEAN →



The **LEAN** sessions equip you to implement improvements in existing processes within your organization. This session also provides multiple opportunities to apply the overarching business principles developed throughout the program including direct interaction with a variety of investment entities.

Topics Addressed:

- Test your business plan with an investor panel and receive feedback from professionals who review financing requests every day
- Use Lean Management systems to create efficiency within your practice
- Monitor key performance indicators to ensure the performance of critical elements within your practice

Key Outcomes:

Develop your leadership skills to improve your organizational performance. Create a meaningful business plan and receive insights and feedback from a wide array of investor and finance industry insiders.

→ Essential Business Skills for Your Competitive Edge

Whether a private practice single location, multiple locations, or a DSO, the success of any dental practice depends on three fundamental elements: exceptional clinical aptitude, business skills paired with action, and the ability to guide and address a team. From accounting to marketing, technology, human resources, transitions, and more the Dental Business Institute Foundations course delivers essential business education skills across disciplines to give you the actionable practical knowledge and functional tools you need to implement. Our specialized curriculum is designed to address today's business challenges as well as provide insights and strategies for what's to come in the future, preparing students for today and tomorrow.



→ Learn. Experience. Transform. Enroll Today.

You don't want to miss this unique opportunity to be part of the DBI Student and Alumni community.

Call Us Today or Contact Your Henry Schein Representative
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