



BRINGING GREATER **PRODUCTIVITY** AND **PROFITABILITY** TO DENTAL PRACTICES IS THE **LASER FOCUS** OF VIRGINIA MOORE'S CONSULTING PRACTICE AND HAS BEEN FOR THE **PAST 25 YEARS**.



AS A GRADUATE OF **ADA KEMP**, VIRGINIA POSITIVELY IMPACTS THE BUSINESS ASPECTS OF DENTAL PRACTICES THROUGHOUT THE UNITED STATES



PAST-PRESIDENT AND CURRENT MEMBER OF ACADEMY OF DENTAL MANAGEMENT CONSULTANTS (**ADMC**), CURRENT MEMBER OF NATIONAL SPEAKERS ASSOCIATION (**NSA**) & SPEAKING CONSULTING NETWORK (**SCN**)

AUTHORSHIP



1 OF 10 LEADING DENTAL EXPERTS TO CONTRIBUTE TO THE 2014 PUBLICATION, ADA PRACTICAL GUIDE TO EXPERT BUSINESS STRATEGIES



VIRGINIA IS A FEATURED WRITER IN TRADE JOURNALS AND OTHER INDUSTRY PUBLICATIONS INCLUDING ADA DENTAL PRACTICE SUCCESS, CDA JOURNAL, AADOM AND HAS AUTHORED THE GO-TO POCKET GUIDES ON WORKING EFFECTIVELY WITH PATIENTS

BY THE NUMBERS

11
YEARS

CONSECUTIVELY NAMED AS A **LEADER IN CONSULTING** BY "DENTISTRY TODAY" (SINCE 2005)



HAS SPOKEN **TO AUDIENCES** ON **FOUR** CONTINENTS

25
YEARS

DENTAL PRACTICE **MANAGEMENT & SPEAKING**



CO-AUTHORED **8 BOOKS** ON DENTAL PRACTICE MANAGEMENT

CONFERENCE SPEAKING EXPERIENCE

ADA – American Dental Association (multiple)

Hinman Dental Congress (multiple)

California Dental Association (multiple)

Yankee Dental Conference (multiple)

Chicago Midwinter (multiple)

Star of the South, San Antonio (multiple)

Star of the North, Minneapolis (multiple)

Pacific Dental Conference, Vancouver, Canada

Hawaii Dental Association (multiple)

FDI; Singapore and Dubai, UAE

Utah Dental Association (multiple)

Arizona Dental Association

Kentucky Dental Association

Pacific Northwest Dental Conference

AADOM – American Association of Dental Office Managers

IACA – International Association of Comprehensive Aesthetics

HOW VIRGINIA GIVES ATTENDEES A “THAT WAS GREAT!” EXPERIENCE

1

DELIVERS POWERFUL AND PRACTICAL TAKE-HOME BONUSES THAT KEEP ATTENDEES ON TRACK LONG AFTER YOUR EVENT IS OVER.

2

CONNECTS TO YOUR AUDIENCE WITH A DELIVERY STYLE THAT IS AUTHENTIC AND APPROACHABLE WHILE ALSO BEING PROFESSIONAL.

3

ANSWERS THE “WHY?” BRINGS PROFOUND VALUE TO PROVEN APPROACHES THROUGH LEADING THE AUDIENCE TO “WHY” A RECOMMENDATION IS IMPERATIVE, IMPACTFUL AND SUCCESSFUL.

4

PROVIDES IMMEDIATELY IMPLEMENTABLE TAKE-AWAYS. REAL-WORLD SOLUTIONS, NOT FEEL-GOOD HYPE.

5

CHALLENGES DOCTORS AND TEAMS TO THINK “WHAT IS POSSIBLE” V. “WE’VE TRIED THAT BEFORE”.

“Treasure Hunt!” Find The Profitability In Your Practice

Discover the hidden opportunities for profitability in your practice! When you find those prospects do you know how to “mine” them? Doctors and team members often find that the day-to-day focus on patient care leaves little time to discover greater paths to profitability and success.

Utilizing an engaging and fast-paced approach, Virginia guides attendees in exploring the treasure that exists in their own practices and how to realize their potential. Bountiful gains will be yours!

Attendees will learn:

- How to enhance your practice profitability without decreasing quality and the patient experience.
- Design your own personal “treasure map” from myriad checklists, recommendations and case studies presented in this program.
- Know how to avoid these “quicksand” issues: how your profit and loss statement is keeping information from you; why overlooking specific efficiencies is costing you thousands of dollars a year; the 3 quickest ways that your practice can be “plundered.”
- The top 5 ways that each team member can add to practice profitability.

Recommended for: Doctors and All Team Members

Program options:



On a rating scale of 0-5, Virginia’s attendee

evaluations come in at over 4.2.

The most recent was: 4.85

My Chairs Are Full, Why Am I Not Making Money?

Activity does not equal results. Too many times Doctors and team members feel like “the tail is wagging the dog”...lots of busyness with very little to show for it. Don’t leave each day tired, frustrated and worried about cash flow. Make sure you are purposeful in your actions, direction and plans in order to get the best result.

There’s hope! Virginia Moore provides a fresh perspective on gaining control of your practice and your productivity. Guiding the audience through a process that will challenge their roadblocks and make activity purposeful gives robust rewards.

Attendees will learn:

-  Scheduling techniques to assure profitability
-  Why “busy” does not necessarily equal “productive”
-  The 5 numbers to check each month that will guide your success
-  The team approach to maximizing productivity

Recommended for: Doctors and All Team Members

Program options:



My work actually consists of reviewing and assessing speakers throughout this profession and having heard Virginia Moore speak on many occasions, she’s clearly in the top 5% given her expert knowledge gained in the field, her superb delivery, and her genuine likability in her presentation. Virginia is authentic and relevant with more experience in the business of dentistry than most dentists.



Joseph A. Stith
Director of Business Development & Product Engagement, SOLUTIONREACH

“I Just Want To Be A Dentist!” Balancing the Roles of Dentist and Business Owner...Successfully

Slow cash flow, staff frustrations, government compliance, patients showing up late--if at all. The list goes on! Is this what you anticipated when you graduated dental school? You will learn how to manage the roles of clinician and business owner through straightforward methods that have brought success to hundreds of other dentists.

The principles for successfully blending being a dentist and business owner are revealed in this Doctor-Spouse-Practice Administrator program. This program is designed to speak to the “nitty-gritty” of bringing structure and predictable outcomes to the business of dentistry. Virginia’s recommendations will have fingers quickly tapping on keyboards and pens flying as participants capture sure-fire solutions that can be immediately implemented.

Attendees will learn:

-  The best approaches to resolving staff issues
-  The one guiding principle to making all practice decisions
-  How to balance your juggling act, gracefully
-  How to minimize the top 5 areas of practice vulnerability

Recommended for: Doctors, Spouses, Practice Administrators

Program options:  OR 



As a long-time event coordinator, I have a specific checklist when I review a speaker for a presentation. The speaker’s professionalism; clarity of presentation; timeliness of information and also her sense of humor in her approach to the attendees and an understanding of what they face in the dental practice everyday. Virginia exceeds all of my expectations and I always look forward to working with her and hearing her new and practical wisdoms.



Marie Sherman -
Practice Administrator and Coordinator, Redding Advanced Dental Studies Forum.

The Essential 7: The “Must Know” Numbers of Your Practice That Will Bring You Profitability

You must **KNOW YOUR NUMBERS!** Every successful entrepreneur knows that. The question is, which numbers?! While your software can provide a plethora of data, what’s going to make the best use of your time? Virginia Moore will help you to prioritize, sort and understand the information your software gives you. This approach to the numbers will make the difference by saving you time, making you money, and lessening frustration.

Even if numbers “aren’t your thing”, or they are and you want to learn more, this is the place to be. Virginia will guide you through The Essential 7 numbers of your practice and most importantly, what to do about them. Skip the “school of hard knocks” and move quickly to mastering the success of your practice.

Attendees will learn:

-  The Essential 7 numbers that every successful practice monitors
-  How to interpret what your numbers are telling you and how to make the best corrections
-  How to develop a plan that will provide you an easier path to achieving your practice goals.
-  The immediate steps you must take when your profitability is decreasing.

Recommended for: Doctors, Spouses, Practice Administrators

Program options:



Virginia’s professional and pleasant personality engages audiences while she delivers straightforward, common sense, take action information that you can apply to your business and also your personal life.



Gary Ackerman, DDS
Carmichael, California