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## Dental Practice Management Issues? Our Firm Makes Them Manageable



Would you like to be more focused on your practice?

### Leverage Satisfied Patients to Build Your Practice



Regardless how many patients you have, or even if you have a waiting list, you probably need to keep marketing your dental practice. Statistically, most dental practices have a natural attrition rate of 10 percent to 15 percent a year. So if your practice has 1,500 active patients, statistically you will need to find from 155 to 225 new patients in the next twelve months just to keep your practice stable, let alone help it grow. Where do these new clients come from? Click on '**Full Article**' to read more.

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### Dental Practice Fraud: Take a Bite Out of Crime



Internal fraud can be devastating for a dental practice and it can be easier than you might think to steal in some offices. Consider the case of one Kansas City, Missouri, dentist, whose employee embezzled more than \$77,000 using a relatively straightforward check fraud scheme. The scheme, which is described in the right-hand box, may have been prevented if the following steps had been implemented: Click on '**Full Article**' to read more.

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### Maximize Equipment Tax Deductions



Your practice doesn't have to settle for depreciating equipment over several years. With the "Section 179" deduction, you can generally elect to deduct machinery and equipment in one year.

The maximum Section 179 allowance for tax years beginning in 2010 is \$250,000 (restored to same level as 2009, thanks to the passage of the Higher Incentives to Restore Employment Act signed into law on March 18, 2010). Click on '**Full Article**' to read more.

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### 14 Ways To Capture Email Addresses

Capturing email addresses of your web site visitors is crucial to online success. An opt list will give you the ability to create loyal subscribers if you email them quality information they are looking for. It is always a good idea to ask them what they are most interested in before you send your first message. Of course, with the message, report, e-course or ezine, you intersperse your own ads. Click on '**Full Article**' to read more.

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Patent Pending

## Dental Practice Management

### What Can be Gained From Asking Patients for Opinions



task.

**Your practice can** benefit by conducting periodic assessments of your patients' satisfaction. Read the "Full Article" to find out why conducting patient surveys is a good way to accomplish this

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## Business Finance

### Successful Bill Collecting Begins with Information



**Improve success** in chasing foot-dragging customers to pay their invoices by gathering some salient information and customizing the process. Here's what your billing staff needs to know to set up a better system.

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