

presented. The CPT-4 codes that are commonly used for surgical practice of oral and maxillofacial surgery will be presented as well as those codes used for pathology and radiology services. The rationale and/or justification of the terminology will be thoroughly explored.

PML 501

Advancing Specialist/Generalist Relations in the 1990s

Roger P. Levin, DDS, Baltimore, MD

This seminar will examine the delicate balance of building a successful specialty practice through advanced relationships with general practitioners. Attendees will receive numerous practical techniques to build supportive relationships through conceptual modifications in the specialist/generalist attitude and treatment positioning.

Trends in American dentistry

Leadership as a specialist

Competing with the general dentist vs. building aligned relations

Cyclical behavior modification and task related maturity

Marketing in an oversupplied specialty

Strategic relationships

Practice expansion via generalist referrals

Satellites to serve

Partners and target goals

Staff to staff practice building

PML 502

Economic Freedom/Having Your Practice Be Exactly the Way You Want It

Howard M. Rochestie, JD, Santa Barbara, CA

Why is it the more we make, the more economic stress we have. We attend seminars and learn "the right thing to do," then not enjoy going to the office. This talk outlines the road to freedom from economic stress and how to have your practice be exactly the way you want it.

Economic Freedom

Definition of Economic Freedom

Economic Stress

Role of context in creating results

Cultural beliefs and backdrops upon which people approach economics

Ownership

Debt

Taxes

Predictability/Chaos

Hit it Rich

Someday Isle

Geometric progressions

Evaluation of investments

Pensions

Investments

Tax Law

Having Your Practice be Exactly the Way You Want It

What creates upset

What created happiness

Role of envisioning

"Zero Based" budget and profitability

Leadership

Excellence

Fees

Staffing

Compensation

Evaluation