

**PRACTICAL CLINICAL COURSES**  
*A Service of the Gordon J. Christensen  
Career Development Program*

**X4728**  
**Positioning Your Practice for Success!**

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**Materials Included:**  
C.E. Instruction Sheet  
AGD Post-Test

**Gordon J. Christensen**  
**PRACTICAL CLINICAL COURSES**

**PROCEDURE FOR RECEIVING**  
**CE CREDIT FOR VIDEO COURSES**

1. Complete the enclosed Post-Test.\* For each **CE Video Purchased**, one complimentary test is included. Additional tests are \$35/person per test. Fees can be paid by check or with a credit card when submitting tests to Practical Clinical Courses. If more than 10 CE tests are required per video, please contact us at 800-223-6569.
2. Complete the demographic information located at the end of the test.  
**Type of Credit:**
  - a. If the applicant selects "State," PCC will issue a certificate of verification to the applicant. The applicant must then submit this certificate to their state board to obtain credit.
  - b. If the applicant selects "AGD," PCC will submit credit information to the Academy of General Dentistry and confirmation to the applicant that it has been submitted (*the applicant may check their AGD transcript for verification – please allow 30 days*).
  - c. If the applicant selects "Both," PCC will complete a. & b. above.
3. Return the **Post-Test portion** via mail, fax, or email. Our contact information is as follows:

**Practical Clinical Courses**  
**3707 N Canyon Road**  
**Suite 3D**  
**Provo, UT 84604**  
**Fax: (801) 226-8637**  
[cetests@pccdental.com](mailto:cetests@pccdental.com)

4. Practical Clinical Courses will correct the Post-Test. **Passing scores are 70% or higher.**

**\*TO OBTAIN CE CREDIT ONLINE:** Login or create an account on [www.pccdental.com](http://www.pccdental.com) and select "My CE Tests" from the left-side menu. Click on the video title to take the test online. **RESULTS ARE IMMEDIATE.** Missing the test? Contact us at 800-223-6569 during our business hours of 7:00 a.m. – 4:00 p.m. MST to add it to your account.

## POST-TEST

### **X4728 Positioning Your Practice for Success!**

1. Which best describes U.S. News Report's ranking of Dentistry as a "job" over the past ten years?
  - a. Usually, a top 200 ranking
  - b. Usually, a top 50 ranking
  - c. Often a top 20 ranking
  - d. Always a top 10 ranking
  
2. Dr. Wright suggests that "your GPS in running your practice" should be:
  - a. top consultants' advice.
  - b. Dental Economics articles.
  - c. your Mission, Vision, and Strategy statements.
  - d. money.
  
3. "We are Ladies and Gentlemen serving Ladies and Gentlemen" is the credo for:
  - a. U.S. Marine Corp.
  - b. Ritz Carlton Hotels.
  - c. Jet Blue.
  - d. Hyatt International.
  
4. "Faster, Better, Easier and Less Expensive" is the credo for:
  - a. Jet Blue.
  - b. Kmart.
  - c. Target.
  - d. Clinicians Report and Practical Clinical Courses.
  
5. Which of the following would not be ideal for a Mission Statement?
  - a. We are Ladies and Gentlemen serving Ladies and Gentlemen
  - b. To be a great dental office
  - c. To accelerate the world's transition to alternative energy
  - d. Our Great Smiles Creating Your Great Smiles
  
6. Great customer service requires:
  - a. only trying to be nice as much as possible.
  - b. a great deal of extra expense.
  - c. always exceeding customer expectations.
  - d. making sure you always have the latest technology.
  
7. Dr. Wright suggests that staff reviews are:
  - a. mostly an unnecessary waste of time.
  - b. key in developing your co-workers' careers and dreams.
  - c. best done once a year with Christmas bonuses.
  - d. much like getting graded or going to the principal's office.

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8. The main purpose of the “pre-shift meeting,” according to Dr. Wright, is:
  - a. ensuring great customer service by knowing what is going on in patients’ lives.
  - b. anticipating times during the day when help is needed by certain departments.
  - c. running on time.
  - d. all of the above.
  
9. Forms for Staff-Driven Data allow all of the following, except:
  - a. malpractice protection through complete information capture.
  - b. the doctor(s) has/have more time to perform other (more profitable) tasks.
  - c. staff to easily diagnose most conditions.
  - d. patients to receive a smoother, more personal experience.
  
10. Systems should be in place to measure:
  - a. anything that is seen as important.
  - b. everything possible; more data is always good.
  - c. mostly items to “catch” staff messing up.
  - d. only items deemed necessary by the IRS.
  
11. Doctor production can be increased dramatically by all, except:
  - a. targeted continuing education of the doctor(s) and staff.
  - b. increased utilization of staff to the legal limit.
  - c. scripted forms to hasten data entry.
  - d. keeping the doctor(s) doing just the procedures that they are really used to doing.
  
12. In a typical GP office, which does all procedures efficiently, which procedure would likely have the lowest \$/hour production?
  - a. Endo on #30
  - b. Removal of four 3<sup>rd</sup> molars
  - c. Implant placement #12
  - d. MOD fillings on #2 and #3
  
13. Which of the following is a true statement?
  - a. General Dentists who perform treatment that is also performed in specialist offices, such as Orthodontics or Oral Surgery, need to learn to perform these treatments at the same level as the specialist.
  - b. General Dentists do not need to perform procedures at the specialist level. They just need to do what another reasonable General Dentist might have done.
  - c. General Dentists should avoid procedures done by specialists, as they are rarely profitable.
  - d. Both “b” and “c” are true.

**POST-TEST**

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14. All of the following are true about Blue Sky Meetings, except:
- a. all critical leaders need to attend, but in a solo practice it might be just the doctor.
  - b. it is best to schedule time for Blue Sky Meetings around the same time each year.
  - c. all staff, even part-timers, should attend.
  - d. pre-meeting tasks are key, but most can be done by staff.
15. Advantages for dental practice leaders and owners taking the time each year to thoroughly review the practice in a Blue Sky Meeting format include:
- a. time to set good goals for the coming year and to review past goals.
  - b. a way to gain a “fresh perspective” of the office and “recharge the emotional batteries.”
  - c. protection against less than great advice from dental consultants and other “experts.”
  - d. all of the above.

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