

“TBL” Comprehensive Series® Guidelines

Introduction

Due to the progressive nature of The Bottom Line (TBL) Comprehensive Series, the program terms, meeting dates/locations, and course content are subject to change without notice. Please keep in touch for updates by visiting the website at www.orthobottomline.com, or via email at info@orthobottomline.com.

The following guidelines have been set up to help you understand The Bottom Line Comprehensive Series. If you have any questions, please contact The Bottom Line via phone at (877) ORTHO34, or via email at info@orthobottomline.com. A member of the team will be happy to assist you.

Minimum / Maximum Class Sizes

The Bottom Line Comprehensive Series has limited attendance. Register early to secure your enrollment.

Group Practices

If a practice is interested in signing up as a group practice they will receive a discounted registration fee. Note that the attending practice members will be sharing the private consultation sessions during Session I, II and IV.

Laptops and Email

Laptops are optional. Frequent email contact from Dr. Sellke will keep each doctor on track. An efficient/working email address is required.

Lodging and Airfare

The registration fee does not cover the following: hotel room, staff hotel rooms, airfare, or meals not specifically listed. It is required that registrants stay at the guest hotel for each session to facilitate activities and discussions.

Session Sequence

Each session builds on information from previous sessions. Registrants must take sessions in sequence. Barring illness or the unexpected, registrants must “stay with their group” until the Series is completed.

About the Sessions

The Comprehensive Series has been staged into four sessions spread out over a year. Providing bite-sized pieces of information during these Sessions gives each individual practice the time to not only learn TBL business principles but also have time to apply the principles and systems without undo stress. This proven method allows each practice to maximize its applications. This goes straight to the “bottom line” - maximum return on investment, great scheduling to run on time, and a worry free, fun environment.

No other practice management/ marketing series will provide you with the expertise and talent of The Bottom Line. The doctors won't be dealing with consultants telling them what to do. Rather, Dr. Sellke will teach fundamental business skills that they need to run their orthodontic practice more efficiently and effectively.

During the Series, and in private consultations, the doctor will have access to a respected and caring faculty of experts in a number of fields. According to each doctor's specific needs, tools will be provided to make things happen that they never would have imagined possible.

The Series is all about growth personally, professionally and finding balance in your life. It is not just about money. Dr. Lucas Stevens, who attended the first group, challenges doctors NOT to see the value in The Bottom Line Comprehensive Series.

About Sessions I, II, and IV

Dr. Sellke will provide a private consultation with each doctor or group practice at each of these sessions. These three sessions run for 2-3 days in classroom. Depending on class size, two or three more days will be required to conduct private consultations.

Session II includes private consultations with guest speakers in the field of orthodontic marketing. They will be available to help doctors develop their practice identity and comprehensive marketing plan.

Learn. Apply. Refine. Repeat as Necessary. Failure is Not an Option.

About Sessions I, II and IV, *continued*

Each plan will be individualized according to the practice's goals, business plan and budget. This creative consultation is included in the registration fee. There is no obligation to use the services of any company; however, The Bottom Line does recommend them personally.

As with everything TBL, your session's guest speaker and private, no-obligation consultation will be conducted with a fellow countryman. Dr. Sellke assembles a faculty of specialists from Canada, USA and Australia who offer attendees sound advice in the areas of marketing, tax strategies, financial planning and more. Please refer to the [faculty page](#) on The Bottom Line website for more details on these speakers.

Dr. Sellke teaches you how to make money with less work. In Sessions IV, his guest speakers will expose you to ideas on how to keep that money and make it grow - now and in the future to its maximum potential.

About Session III

The registration fee includes up to 5 key staff members per practice to attend Session III. The same applies to a group practice - only 5 staff may attend for the initial registration fee. Any additional staff may attend for an additional fee.

Private consultations are not provided during Session III.

It is recommended for each practice (doctors and staff) to stay an extra day or two following the Session as a reward for staff attendance and participation. Equally important is taking the time to brainstorm, make/ prioritize goals, and to set up realistic deadlines to optimize what they have learned. All offices become energized and motivated during this very powerful session. The extra time will be invaluable to the practice's future. As Nike says, "Just Do It!"

Why Choose The Comprehensive Series

Orthodontists have few options when searching for valuable resource on delivering the business aspects of orthodontics. There are speakers who deliver programs on isolated subjects germane to orthodontics, while others have even adapted general dental practice concepts or even more generically, health care concepts.

Orthodontics is uniquely different from other disciplines of dentistry or health care practices. Doctors need an

expert who knows the discipline in and out. Dr. Sellke is an actively practicing orthodontist who understands the nuances of the orthodontic practice.

The Bottom Line vs. Hired Consultants

There are a number of consulting firms who provide management and marketing expertise. These consultants typically charge an initial fee to analyze your practice and an annual fee to return and update your practice systems. These consultants apply methods to make your practice emulate a successful practice model. Thus, the doctors who hire a consultant may find themselves practicing according to the consultant's vision rather than their own.

Additional consultant fees are not cheap! It is not uncommon for consulting fees (to analyze a practice and develop a business plan) to run \$48,000 or much more. Additional cost in terms of stationary, software and marketing materials all provided by the consultant, will add many additional thousands of dollars to the cost of the makeover. Further, they return to your practice annually (for a fee) to provide updates.

Conversely, when you graduate from the comprehensive Series and join the subsequent International Study Group you will have:

- * The business savvy to make informed decisions on your own - you will not need a practice consultant;
- * The necessary contacts to do business as you choose, on your terms;
- * Empowered staff who will help you run the day-to-day business aspects of your practice.

Final Thoughts

The Bottom Line believes the role of a practice management / marketing consultant should be to provide the background, guidance and tools for doctors to fashion their practice into their own vision. The Series has been designed to give doctors this ability at an affordable price.

Further, tax savings techniques taught in Session IV have consistently saved registrants many times their course registration fee in tax savings...in their first year!

The Bottom Line does not believe in ongoing costs or interfering with your practice decisions. TBL does believe in achieving a balance between practice, family, finances and fun. That is "The Bottom Line!"