

EFFICIENCY

IN GROUP PRACTICE

A magazine dedicated to the evolving
Group Practice market

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2016
MEDIA
GUIDE

EFFICIENCY

IN GROUP PRACTICE

MEDIA GUIDE 2016

“Efficiency in Group Practice serves as an excellent resource for dentists affiliated with a dental support organization or group practice environment. From covering the current state of DSOs to offering advice to dentists on best treating today’s patients with today’s standards, the content featured helps clinicians and industry professionals stay current in the ever-changing landscape of dentistry. As DSOs become increasingly prominent in our industry, this education is important now more than ever.”

— Samson Liu, DDS, MAGD, MBA, vice president of clinical affairs at Heartland Dental and president of Dentists for Oral Health Innovation

The focus of *Efficiency in Group Practice*

is clear: to provide an informational and educational link between manufacturers, distributors, service providers and dental group practices. Our goal is to enable group practices to capitalize on their strengths and differences empowering them to reach new heights of efficiency and become more profitable. We strive to serve coverage and content on emerging trends in corporate

dentistry. *Efficiency in Group Practice* is published five times per year. Every issue of *Efficiency in Group Practice* is available in print and digitally. With a circulation of 12,000+ readers, your brand and message is being delivered to the rapidly growing corporate dental sector.



Lean management

Go See, Ask Why, Show Respect



Dr. Sam Baril is the author of "Go See, Ask Why, Show Respect". The book was the 2010 Shingos Prize for Research and Professional Education and the 2011 Shingos Prize for Research and Professional Education. He is a sought-after speaker and has been instrumental in implementing Lean management in dentistry. Dr. Baril can be reached at baril@heartland.com.

Three keys for leaders to change behavior

Success depends on more than a single factor. Successful leaders, however, manage to simplify their work to just a few important factors. As part of a small group of speakers at a healthcare summit in Orlando, Fla., I was offered the incredible opportunity to spend an hour with Jack Welch, the former CEO of General Electric. He has an acronym for advice in my own words: "You determine if the key behavior is repeatable, you measure, and you have everything — promises, bonus, dismissal, etc. — set their alignment with their behaviors. To get his advice, we all summed up and identified those key behaviors. But, to change our own behavior accordingly was not easy, we needed love and effort. I wanted

Check "Command and Control" Director's Style

"This is my way," a director tells people what to do, how and when to do it. All the thinking is limited to the leader, which causes the subordinates style to miss one of the most important factors in increasing productivity, human participation, and human creativity.

Human "Autocratic empowerment" Style

"This is our way" in this style leaders give up their responsibilities. By having people understand, every employee might do things in a different direction — no matter how hard they work, they understand each other's efforts and receive progress.

Lean Style

"Follow me, we'll figure it out together." This is not talk of choice, when leaders act as coaches. They know that the future is unpredictable and face it with flexibility by working closely with the team. All the group

members become vigorous learners, helping each other to understand business systems so they can improve them.

Putting theory in practice

Chairman Frazier Chao's statement has elegantly summarized how leaders need to change their own behavior before they can influence the behavior of others. John Shook, chairman and CEO of the Lean Enterprise Institute wrote:

"Go see, ask why, show respect" is the way we turn the philosophy of scientific empiricism into actual behavior. We go observe what is really happening (follow the work value chain), while showing respect to the people involved, especially the people who do the real value-creating work of the business."

When we apply this principle, we are not only at solving problems, but mostly at building teams that can see problems as soon as they happen, and improve them immediately.

Go see

What I like about the concept is that it is consistent with how we practice dentistry. For example, when a patient calls the office with a headache, we would certainly not meet them over the phone. We want to see the tooth, adjust their chair, diagnose, prescribe and carry out a treatment, and follow up until we know it was successful. With the "Go see" principle, we must manage processes the same way to treat that headache.

Ask why

Imagine an employee reporting a problem. Before I learned this principle, I tended to recommend solutions first. The other led to ineffective solutions and to employee resistance to change, because from afar, I could rarely have a complete picture of the problem. With the "Go see" principle, I go to the place where the problem is happening and grasp the situation, before moving to the solution phase. This makes our solutions more sustainable.

Go see for continuous improvement

You don't need to wait for a problem to happen before you "Go see." You can actually use it to improve any process, even those that seem to function properly.

Editorial Topics

Issue	Editorial Highlights	Ad Due Date	Mail Date
January/February	New products and services for Group Practices	12/19/15	1/8/16
March/April	Legal issues and insurance issues for the DSOs	3/25/16	4/8/16
May/June	Staffing and HR	5/20/16	6/10/16
July/August	Hygienists and production	6/23/16	7/8/16
September/October	Technology and Equipment	9/22/16	10/7/16
November/December	Practice Management – multi-location offices	11/11/16	11/15/16

2016 Package Opportunities

Full Sponsor Opportunity – \$30,000

- 6 full page print ads
- Simultaneous full page digital ads
- Editorial opportunities included
- New product and service announcements

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- Editorial opportunities included
- New product and service announcements

Additional Advertising Opportunities:

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- Bellybands: \$7,800
- Customized inserts: call for pricing
- Cover Spotlight: call for pricing

CIRCULATION:

Targets practices with 4 to 500 locations. Circulation 12,000+. Our readership includes Dental Service Organizations (DSOs), Management Services Organizations (MSOs), Group Practice Organizations (GPOs) and other dental business models.

Our readership includes:

- Clinical and Assisting Staff
- Clinical Directors
- HR Directors
- Office Managers
- Operations Managers
- Owners
- Procurement Managers
- Regional Managers
- Team Leaders
- Trainers
- Private Equity

Advertisement Pricing Opportunities

1x Half Page - \$4,500

1x Full Page - \$6,500

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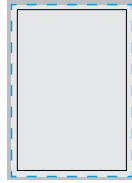
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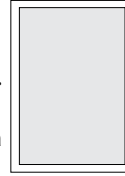
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Live Area: 7.5" x 10"



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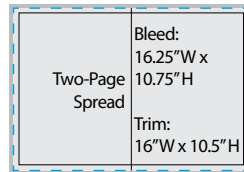
Ads which bleed must extend no less than 1/8" beyond trim. Trim Size is 8" x 10.5". Please do not extend live area past 1/2" trim size.



Non-Bleed:

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Non-Bleed Size: 7" W x 9.75" H



Submitting Ads:

- CMYK is the only accepted mode for color advertisements. Convert all artwork from RGB mode to CMYK. Do not use Pantone (PMS) colors in your layout, unless saved as CMYK process separations.
- The publication is produced in Macintosh platform using Adobe Indesign CC. Ads produced on PCs must be submitted as a pdf or with all fonts in outline form.
- Advertisements must be built to size. Bleeds must extend at least 1/8-inch beyond the trim area. Please keep vital matter at least 1/2-inch within trim area.
- Include ALL screen and printer fonts with your layout. (Include those used by embedded graphics in illustration programs, unless converted to outlines.)
- To ensure proper film-output, a color proof must be supplied with your advertisement.
- Please put the advertiser's name in the title of your file.
- Ads may also be uploaded. To obtain a link for uploading files, please contact Art Director Brent Cashman at bcashman@mdsi.org
- Mail ad materials to: MDSI, 1735 Brown Rd. Suite 140, Lawrenceville, GA 30043
Attn: Graham Garrison.

Terms and Conditions:

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2. All messages are subject to the publisher's approval. Publisher reserves the right to reject messages or advertisements not in keeping with publication's standards.
3. The publisher assumes no liability for errors or omissions in reader service numbers.
4. Publisher will not be bound by any conditions, printed or otherwise, appearing on any order form, insertion order or contract when they conflict with the terms and conditions herein or any amendment hereto.
5. Requests for specific position are not guaranteed unless premium position is paid.
6. Prices are subject to change.
7. Color proof must be supplied with advertising materials. Failure to do so will result in \$75 charge to generate matchprint.
8. The publisher's liability for any error will not exceed the charge for the advertising in question.
9. Payment terms are net 15 days. Overdue accounts may be charged a 1.5 percent per month finance charge or the maximum legal rate of interest allowed by law for all past-due invoices.
10. Recognized advertising agencies providing complete preferred print materials are allowed a commission on gross billing space, color and position, only if the account is paid within 30 days.
11. Verbal agreements are not recognized.
12. If the advertiser does not fulfill the number of committed issues, MDSI will bill back the company for unearned discounts based on current rate card rates and the number of issues participated in at the end of the contract period. Advertiser must notify MDSI of any changes/cancellations in writing. Any cancellations made within five business days before the printed ad deadline will result in advertiser being billed for that month and the ad will be moved to a future issue pending space availability.

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