



CERTIFIED DENTAL OFFICE PROFESSIONAL

2023-2024 Cohort Program of Study

Welcome to the 2023-2024 VDA Academy's Certified Dental Office Professional Cohort! This year-long program will consist of both in-person and online learning to develop and enhance your dental office management skills. The program is divided into three sections, the 2023 Virginia Dental Showcase, Online Learning and the 2024 Virginia Dental Showcase.

1 2023 Virginia Dental Showcase – Hilton The Main, Norfolk

Creating a Powerful Patient Experience through Empathy, Curiosity and Communication

FRIDAY, SEPTEMBER 22ND | 12:00-2:00PM
MS. STEPHANIE MORITZ

In a dental practice, office staff are gifted for much more than supporting patient care and keeping the clinic running smoothly—they have the opportunity to create a memorable experience and make lasting impressions that patients remember, from the appointment confirmation to the final stop at the desk at the end of a visit.

Cybersecurity 101: Protecting your Practice & Patients

SATURDAY, SEPTEMBER 23RD | 10:00-11:00AM
MR. DAVID FIDANZA AND MR. ROBERT MCDERMOTT

Cybersecurity is about more than just keeping your patients' data safe. It's about securing your practice and its future while building and maintaining patient trust. The financial cost of an attack can be overwhelming. Furthermore, research suggests that 65% of individuals whose data is exposed in a breach lose trust in the organization that held that data, and 80% of those individuals will leave the business or organization.

Another important, and perhaps obvious, reason cybersecurity is essential for your dental practice is HIPAA compliance. The Health Insurance Portability and Accountability Act (HIPAA) requires that insurers as well as dental and medical practices and providers put measures in place to ensure the safety and security of personal and private information as it relates to healthcare data. In this course you will understand what cybersecurity threats exist and what to do to protect your practice and patient data.

2023-2024 Cohort Private Facebook Group
<https://www.facebook.com/groups/vdcertifiedpro2324>

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2023 Virginia Dental Showcase *continued*

HIPAA/OSHA Compliance in Your Practice

SATURDAY, SEPTEMBER 23RD | 1:30-3:30PM
MR. MATT LEATHERMAN

Not only is compliance a federal and state requirement for practices across the country but now more than ever, patients and employees are aware of their rights. Complaints and breaches continue to rise year after year which leaves providers and team members alike needing to know what's required to comply with government standards.

2 2023-2024 Online Learning Curriculum

November 2023-August 2024

Complete five online webinars at your convenience from November 2023 to August 2024. Courses are available at: www.vadental.org/CDOP-2023. You will need to register for each course before you will be able to access the content. On the registration page, please put in your contact information. All registrations for the online content will be reviewed and approved within 48-hours.

Effective Employee Onboarding and Retention Strategies

MS. GUYLYN DIAMOND AND MS. ASHLEY SMARTT

This comprehensive course on Employee Onboarding and Retention Strategies is designed to equip organizational leaders with the knowledge and strategies needed to create a seamless onboarding process and implement effective retention practices. Employee onboarding is the crucial first step in an employee's journey with a company, while retention strategies ensure that valuable talent is nurtured and retained. This course will explore the best practices, tools, and techniques to achieve these goals.

Improving In-House Collections

MR. BRIAN WHITE

This course covers best practices increasing internal recovery rates on outstanding patient balances. Learn ways to collect more money faster with a few simple changes that you can implement at your practice right away.

Mastering Patient Communications: Minimize No-Shows, Increase Re-Care, and Maximize Staff Productivity

MR. KEITH WASHINGTON

This course will dive into best practices, pitfalls to avoid, and time-saving tips to make patient communications more efficient and effective. Learn how to best communicate with patients before, during, and after the appointment to reduce no-shows and increase re-care. The course will also cover how to encourage and respond to online reviews to increase patient loyalty and drive new patient acquisition. Participants will leave with a list of next steps they can begin implementing today to start elevating their dental practice's communication approach to foster practice success and build lasting patient connections while increasing staff productivity.



2023-2024 Online Learning Curriculum *continued*



Scheduling for Production

MS. SUSIE SILVA AND MS. JENN SULLIVAN

The patient schedule has a major impact on your dental office's production, revenue, and efficiency. In this course, you will discover scheduling strategies that will boost production, advance progress toward your revenue goals, improve patient satisfaction, and decrease stress among the entire team.



Understanding the Basics of Personal Finance and How to Improve Employee Retention with a 401(k) Plan

MR. FARON MILLER

This course covers personal finance essentials, including budgeting, saving, and investments. Additionally, it explores the strategic use of 401(k) plans to improve employee retention in organizations. Learn to design effective retirement benefit programs and foster financial security for employees.

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2024 Virginia Dental Showcase – The Greenbrier, White Sulphur Springs, WV



Nobody Told Me That! Management Issues Everyone is Afraid to Talk About

FRIDAY, SEPTEMBER 13, 2024 | AFTERNOON
MS. TERESA DUNCAN, MS

Do you ever wish someone would have just told you about that strange rule? Or that human resources decisions are so complicated? Unexpected situations can test even the most experienced manager! Often, we manage by our very strong intuition but still make mistakes. Let's discuss how to protect ourselves by staying ahead of the game. We will use lessons and examples from each other to make us all stronger business leaders!



Top Coding and Documentation Strategies: Maximize your Insurance Reimbursement

SATURDAY, SEPTEMBER 14, 2024 | MORNING
GREG GROBMYER, DDS

Join Practice Booster's coding expert, Dr. Greg Grobmyer, as he discusses coding strategies that will help you minimize write-offs, maximize reimbursement, and grow your bottom line. Not only will you learn to avoid common errors, but you will also learn coding strategies and documentation methods that make the most of your insurance participation.



Important Employer Policies and Employee Handbook Template Development

SATURDAY, SEPTEMBER 14, 2024 | MORNING
MS. JOAN MCKENNA

Legal concepts governing the workplace, a discussion of employer policies, and through the class, participants will be provided with an Employee Handbook template.

Certification will be awarded to all program participants that complete all the required coursework throughout the year. A ceremony will be held at the Greenbrier in September 2024 for the 2023-2024 cohort of VDA Academy Certified Dental Office Professionals.