



**Speaker:** Dr. Robert Haeger

**Lecture Title:** Pricing for Profit and Performance

**Synopsis:** Setting your fees is an important part of running your business profitably. The goal of this lecture is to help you understand your business model and what fee structure will be the most fair for patients and the most profitable for your practice at the same time.

**Course objectives:** Define various practice types and pricing models making recommendations for each:

- Identify 7 different types of business models for an orthodontic office
- Define five different pricing models.
- Correlate the various business and pricing models for increased profitability.
- Discuss the impact of capacity and how it alters the pricing models.
- Discuss number of treatment chairs, patients per day, and TC rooms that correlate with the different pricing models.
- Identify malocclusions that increase treatment time and make recommendations for the suggested added fee for each.
- Discuss how to manage fee assessments for transfer patients.

**Short Biography:**

Dr. Haeger has collected data in his practice for almost twenty-five years and analyzed practices around the world for ten years. He will present various pricing models for setting orthodontic treatment fees based on the different business models. The fee setting will look at two phase treatment, setting fees for children, how fee setting is different for adults, how capacity impacts your pricing model, how insurance companies are impacting your fee structure, and how the various fee structures impact profitability.