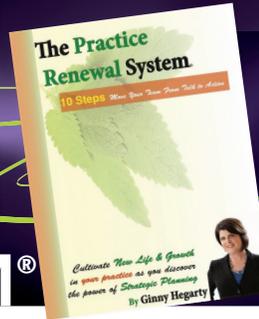


# THE PRACTICE RENEWAL SYSTEM®



**GINNY HEGARTY** SPHR  
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*Includes a 30-minute telephone strategy session with Ginny!*

*The Practice Renewal System® comes with a full-year Money Back Guarantee!*

## DOES THIS SOUND FAMILIAR TO YOU?

- "It seems like all we ever do is talk about changing things, but nothing ever gets done"
- "We keep revisiting problems year after year. Why can't we solve our problems once and for all?"
- "We have the best of intentions, but who has the time and energy to stay focused?"
- "We should just stop having meetings since nothing we talk about ever gets done."

These roadblocks will affect morale and profitability. Make no mistake about it; they will hold you back. If you share these frustrations, we have great news for you! You absolutely can break through this aggravating pattern of revisiting problems year after year! If you're ready, we can show you how to make sure you have everyone on the same page so you can reach your personal and practice potential and improve bottom line performance.

**DRIVE PURPOSE BEFORE PROFIT** Jeff Bezos, the 5th most powerful CEO in the world and his executive team at Amazon spend 4 hours every Tuesday reviewing strategy, not budgets or operations, just strategy. Most dentists don't spend 4 hours in an entire year. So busy working in the practice, they don't take time to work on the practice. Considering studies show that 70% of poor business performance is a result of poor strategy, while on ly 4% is as a result of economic conditions, it makes good sense to spend some quality time setting and adjusting your strategic plan to stay agile, productive and profitable.

**THE COLD HARD TRUTH** is that unless you focus on the purpose, your employees think you are all about the profit. Think about it - every day at every meeting you are talking and focusing on numbers. Now you and I know that numbers provide the quantitative measures for growth and success - but your team members are confused by the mixed messages. Let's work together to clear up that confusion once and for all!

**10 STEPS WILL CHANGE EVERYTHING** The Practice Renewal System® will guide you to harness the passion and energy of your players to build a great team. Ginny also teaches you the magic of a strategic planning process that keeps everyone on track and accountable as you build your dream practice. Your team also needs to understand the impact they can and should have on patients that will turn your patients into loyal, raving fans who wouldn't dream of going elsewhere for their dental care and who refer their friends and family.

**COMBINING A HEARTFELT VISION WITH A LOGICAL PLAN** for action is the winning recipe for breakthrough success. Break the cycle of frustration for yourself and your team by tapping into the power of aligning your practice vision with a Strategic Planning Process that catapults your team beyond talking to actually introducing positive changes and accountability in your practice. Accountability is what is most often missing and it's the reason many other plans will fail. In The Practice Renewal System® Ginny Hegarty will lead you and your team through the process to create action plans that will get results.

**Discover Ginny's tested and proven system to renew your practice for yourself.** This is the home study version of the system Ginny has used successfully with consulting clients for years. If you are ready to move from aggravation to achievement - from frustration to fulfillment - The Practice Renewal System® will give you the direction and the tools you will need to achieve your goals.

**Order now at [www.ginnyhegarty.com](http://www.ginnyhegarty.com) You'll be so glad you did!**

## THE PRACTICE RENEWAL SYSTEM COMES WITH:

1 Audio CD, 1 Data CD  
1 Workbook and your own Strategic Planning Manual

**\$297<sup>00</sup>**

### Here's what some of the industry's best have to say about the Practice Renewal System®:



"My practice is doing well yet I was intrigued.... upon receiving The Practice Renewal System® I thought, "What am I doing this for - I could just "phone-it-in" for the next fifteen years." After going through the workbook and listening to the CD, however, I got real excited about sharing ideas with my staff. A skeptical group gathered for a "mandatory, it'll only take about one hour meeting" and emerged after two and one-half hours an energized and enthused team!

**Dr. Michael Monsarrat, Kent, CT**



"My team became acutely aware of what we were trying to achieve and your workbooks and exercises helped me express in words what I had always thought but could never actualize."

**Dr. Ian Shuman, Baltimore, MD**



"The Practice Renewal System took us step-by-step through a process that got my team focused not just on today and tomorrow but on longer term goals. This can be hard for staff, but Ginny's process leads them into it and gave each person a voice. By giving the staff a voice in the office, I'm getting more done, and the patient is the ultimate beneficiary."

**Dr. Tim Goodheart, Raytown, Missouri**

*Helping Great Practices Evolve*

Helping dentists achieve sustainable success is our mission and passion. It is our goal that this system will positively impact you, your team and your practice.