APOLLONIA
the difference is obvious
DENTAL CENTERS

Apollonia Dental Centers Organizational Chart

ENTERPRISE LEVEL

DENTAL CENTER LEVEL

DIVISION 1
NEW PATIENT COORDINATOR
(NEW PATIENTS)

Advertising Management
- Direct Mail Advertising
- Radio Advertising
- Newspaper Advertising
- Television Advertising
- Care to Share Program
- Advertising Spending

Telephone Reception
- Call Screening and Routing
- New Patient Phone Interviews
- Booking COE's
- Handling Lead Calls
- Booking of NP PFE's

New Patient Communication
- Welcome Packets
- Referral Reward Program
- Free Reports
- Lead Call Follow-ups
- Mail Out Follow-ups

Office Reception
- Greeting Patients
- Delivery of Referral New Patients
- Delivery of Advertising New Patients

DIVISION 2
DIAGNOSTIC COORDINATOR
(TREATMENT PLANS)

Initial Visit Management
- COE Completion
- Diagnostic Materials
- Perio Program Diagnosis
- Perio Consultations
- Consult Scheduling
- Blue Code Consultations

Diagnostic Support
- New Patient Welcome Letters
- FMX Delivery
- Diagnostic Model Delivery
- Photo Sets Delivery
- Diagnostic Package Assembly

Diagnostic Package Delivery
- Narrative Printing
- Tx Plan Delivery
- Plan Ahead Case Materials

DIVISION 3
TREATMENT COORDINATOR
(TREATMENT ACCEPTANCE)

Consultation Planning
- Insurance Benefit Estimation
- Consultation Packages Preparation

Consultation
- Case Presentation
- Informed Consent
- Financial Arrangements

Consultation Follow-up
- Treatment Plan Re-working
- Pending Treatment Plan Management

DIVISION 4
SCHEDULE COORDINATOR
(SCHEDULE)

Schedule Management
- Hygiene Scheduling
- Rock Scheduling
- Sand Scheduling
- Water Scheduling
- Green Time Management
- ASAP List Management
- VIP List Management

Confirmation
- Confirmation Calls
- Confirmation Cards
- Cancellation Handling
- Sand Saves

DIVISION 5
PATIENT CARE COORDINATOR
(PRODUCTION)

Hygiene Production
- Initial Therapy Programs
- Continuing Care Production
- Perio Case Completion

Doctor Production
- Rock Production
- Sand Production
- Water Patient Management
- Pick up Procedures
- PFE Management
- Dental Case Completion

Case Management
- Laboratory Coordination
- Follow-up Calls

Clinical Support
- Instrument Processing
- Supply Inventory
- SpeedPak Assembly
- Small Equipment Maintenance
- GunRack Maintenance

DIVISION 6
FINANCIAL COORDINATOR
(COLLECTION)

Over the Counter Collections
- Time of Service Collections
- Paid in Advance Collections

Mail Collections
- Insurance Collections
- Patient Balance Collecections
- Insurance Claim Tracking

Account Management
- Adjustments
- Reimbursements
- Statements
- Collection Calls and Letters
- Collection Agency Accounts

Credit Policy
- Credit Scoring
- Insurance Profiles
- Eligibility Verification

DIVISION 7
CONTINUING CARE COORD
(CONTINUING CARE)

Continuing Care Managemet
- CCV Patient Audits
- CCV Pre-appointment
- POE Sales

CCV Patient Management
- Chart Audits
- Reactivation Letters
- Reactivation Calls
- Unaccepted Treatment Plans
- Family Member Audit

OFFICER LEVEL

DIVISION 8
OFFICE MANAGER
(PERFORMANCE)

Accountability
- Conduct Morning Muster
- Monthly Wall Monitor
- Daily Division Muster Slips
- Monthly Electronic Monitor
- Monthly Wall Graphs
- Condition Forumulas
- Exception Reporting

Training and Policy
- Policy Creation
- Hat Management
- Staff Training
- Staff Management

Employee Relations
- Performance Review
- Staff Compensation
- Personnel Records
- Employment Policies
- Recruitment/Retention

DIVISION 9
CONTINUING EDUCATION
(SIX PILLARS)

Leadership Development
- Goals, Vision, and Agreements
- Communication and Problem Solving
- Styles of Leadership
- Universal Success Forumula

Marketing
- Brand Development
- Market Segmentation
- Product and Payor Mix
- Eve-olution

Sales
- Ethic of Sales
- Influence and Persuasion
- Consumer Buying Behavior
- New Patient Experience

Organizational Systems
- Particles and Flow
- Statistics and Their Conditions
- Hats, Policies, and Performance
- Money, Service, Accountability

Clinical Efficiency
- Hyper-Efficiency Techniques
- Rock Protocols
- Sand Protocols
- Water Protocols

Professional Integration
- Associate Compensation
- Equity Compensation
- Investment Opportunity
- Interactive Collaboration

DIVISION 10
EXECUTIVE
(BUILDING FUND)

Facilities
- Leasehold Improvements
- Dental Equipment
- Office Equipment
- Information System

Executive
- Executive Officer
- Legal
- Accounting
- Information System Administration

Growth
- Due Diligence
- Development Costs
- Startup Staffing Capital
- Startup Marketing Campaign

Affiliation Marketing
- Seven Habits Lectures
- Four Tiers of Affiliation
- Publications
- Meeting Attendance

Cultural Relations
- Shareholder Relations
- Employee Relations
- Professional Relations
- Public Relations

Human Resource
- Benefit Packages
- Retirement Plans
- Recruitment and Retention
- Regulatory Compliance

Continuous Improvement
- Clinical Best Practices
- Quality Assurance
- Patient Survey
- Pilot Research Programs

Governance
- Board of Directors
- Shareholder Meetings
- Professional Advisory Council
- Executive Committees

New Patient Monitors
- Div 1 Muster Slip
- NP Tracking
- Advertising Tracking

VFP
HIGH NEW PATIENTS
LOW COST OF NEW PATIENTS

Treatment Plan Monitors
- Div 2 Muster Slip
- Diagnostic Tech Activity Sheet
- New Patient Tracking Slips

VFP
HIGH TREATMENT PLANS
HIGH PERIO ACCEPTANCE

Treatment Acceptance Monitors
- Div 3 Muster Slip
- Case Acceptance Monitor

VFP
HIGH TREATMENT ACCEPTANCE
HIGH ACCEPTANCE PERCENTAGE

Scheduling Monitors
- Div 4 Muster Slip
- Confirmation Monitor

VFP
HIGH SCHEDULED PRODUCTION
LOW WASTED TIME

Production Monitors
- Div 5 Muster Slip
- Clinical Support Tech Activity Sheet

VFP
HIGH PRODUCTION
HIGH PRODUCTION PER HOUR

Collections Monitors
- Div 6 Muster Slip

VFP
HIGH COLLECTIONS
HIGH PERCENTAGE COLLECTIONS

Continuing Care Monitors
- Div 7 Muster Slip
- Reactivation Monitor

VFP
CONTINUING CARE PROGRAM
HIGH PERCENTAGE CONTINUING CARE

Performance Monitors
- Div 8 Muster Slip
- Monthly Wall Monitor
- Monthly Electronic Monitor
- Posted Wall Graphs

VFP
HIGH TOTAL VFP PER PAYPOINT
HIGH PRODUCTION PER OPERATORY

Six Pillars Monitors
- Attendance Monitor
- Audience Feedback Monitor
- Professional Survey Monitor

VFP
HIGH SEMINAR ATTENDANCE
HIGH AFFILIATION RATE

Building Fund Monitors
- Revenue Growth Monitor
- Affiliation Growth Monitor
- Facility Growth Monitor
- Same Store Improvement Monitor

VFP
HIGH PROFITABILITY
HGH ENTERPRISE VALUE