

# — Practice Mastery Course —

## Designing the Ideal Dental Practice Facility



**The decision to purchase, lease or design a practice is one of the most important in the process of building a successful practice. How much should you spend? Should you lease or buy?**

In this presentation, learn how to navigate a lease negotiation: what to request, how to map out the negotiated space, leasehold improvement allowances, understand CAM charges and BATNA. Explore lease options, traps, and hidden verbiage. We'll also explore options for financing a buildout.

Learn what digital equipment and practice management software you'll need. Design a space that helps you fulfill your Vision for communicating with and treating patients.

### Learning Objectives:

- Identify the factors involved in choosing a practice location
- Learn the secret of the ideal practice size for generating the most passive income
- Understand practice design operational bottlenecks and how to be cognitive of them at all times, regardless of the size of the practice
- Understand demographics and psychographics and how both offer essential insight into potential customers
- Gain answers to important considerations, such as leasing vs. buying, how much to spend, and how to finance a buildout
- Illuminate how to navigate a lease negotiation
- Identify the digital dental technology that is a must for the growing practice
- Assess front office equipment options, including practice management software
- Begin with the end in mind to maximize the value of your buy-out



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