



**VIRGINIA DENTAL**  
**ACADEMY**

CERTIFIED DENTAL OFFICE PROFESSIONAL

# 2024-2025 Cohort Program of Study

Welcome to the 2024-2025 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 2024 Virginia Dental Showcase, Online Learning and the 2025 Virginia Dental Showcase.

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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 | 4-5PM**  
**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 | 8-10AM**  
**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.

### ☐ Workplace Intelligence: A Guide to the Law of the Workplace

**SATURDAY, SEPTEMBER 14, 2024 | 11AM-1PM**  
**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.

**2024-2025 Cohort Private  
Facebook Group**

**<https://www.facebook.com/groups/vdacertifiedpro2324>**

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## 2 2024-2025 Online Learning Curriculum

### October 2024-September 2025

Complete five online webinars at your convenience from October 2024 to September 2025. Courses are available at: [www.vadental.org/CDOP-2024](http://www.vadental.org/CDOP-2024). 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 and then add in the code: **CDOP2025** which will allow you to access the courses at no cost as they are included in your program enrollment. 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.



### 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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## 2025 Virginia Dental Showcase – Hilton Norfolk The Main, Norfolk, VA



### Introduction to Medical Billing

**FRIDAY, SEPTEMBER 26, 2025 | 4PM-5PM**  
**MS. CHRISTINE TAXIN**

We will start with the changes in hygiene so we can work smarter from the first time a patient enters your office. Dental plans have added more benefits for patients with a medical diagnosis and you will learn how to connect to those plans and what treatments they cover for patients who have an oral systemic infection.



### Resilience RX: Healing Burnout

**SATURDAY, SEPTEMBER 27, 2025 | 8AM-10AM**  
**MS. LYNNE LEGGETT, BS**

Have you ever reached a breaking point in your dental career and thought, 'That's it, I'm done'? Join us in exploring the hidden signs of burnout and discover strategies to revitalize your professional journey. In an industry where stress can cloud our passion for dentistry, it's vital to distinguish between stress and burnout. This course isn't just about identifying burnout; it's about empowering yourself and your team to prevent its debilitating effects.



### Maximizing Revenue “Takes A Team to Accomplish”

**SATURDAY, SEPTEMBER 27, 2025 | 11AM-1PM**  
**MS. CHRISTINE TAXIN**

Insurance companies are not easy to work with and plans and policies change all the time. Your office needs a skilled team that has the time and the proper systems in place to ensure consistent billing and claim filing practices. We will go over the systems your office can implement to best suit your practice and to allow your practice to succeed.

Certification will be awarded to all program participants that complete all the required coursework throughout the year. A ceremony will be held on Saturday, September 27th at the Hilton Norfolk The Main for the 2024-2025 cohort of VDA Academy Certified Dental Office Professionals.