



PRESENTED BY

Dr. David Darab

DDS, MS, MBA, SBSP,
CEPA, CPBA · Instructor

SEMINAR

**0.5
CES**

FEE: \$50.00
per registrant

REVENUE IS A FAIRY TALE

**CASH FLOW IS REALITY · 4 MOVES TO INCREASE YOUR
PRACTICE'S CASH FLOW**

Presented by Dr. David Darab — a board-certified oral and maxillofacial surgeon, Clinical Professor at High Point University's Workman School of Dental Medicine, and founder of Darab Business Advisors, where he coaches practice owners as "The Cash Flow Surgeon" — this course reframes the number that actually determines whether a practice thrives: cash flow, not revenue. Drawing on decades of ownership experience, Dr. Darab shares four battle-tested moves that close the gap between production and the dollars that reach your bank account. You'll learn to charge correctly by aligning fees to value, stop the bleeding from supply and inventory waste, know your numbers through lead-versus-lag indicators, and turn patient motivation into booked treatment with a schedule built for profitability. The session closes with the real cost of waiting — and how predictable cash flow drives EBITDA and practice value at sale. Walk away with a practical playbook to move from surviving to thriving: same chair time, better cash.

Dr. David Darab is a board-certified oral and maxillofacial surgeon and dental anesthesiologist with more than 30 years of clinical and ownership experience. He earned his DDS from the University of North Carolina at Chapel Hill, a Master of Science in Anatomy from UT Southwestern Medical School, and completed his oral and maxillofacial surgery residency at Parkland Hospital. As managing partner of Foothills Oral Surgery (Hickory, Lincolnton, and Statesville, NC) since 1991, he built and ultimately transitioned a multi-office surgical practice, and has served as past president of both the North Carolina Society of Oral & Maxillofacial Surgeons and the North Carolina Society of Dental Anesthesiology. Today he is Clinical Professor at High Point University's Workman School of Dental Medicine and founder and CEO of Darab Business Advisors, where — as "The Cash Flow Surgeon" — he helps dentists build cash flow, clarity, and control on the way to their next chapter.



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Provider ID# 387596





COURSE TITLE: Revenue Is a Fairy Tale: 4 Moves to Increase Your Dental Practice Cash Flow

COURSE DIRECTOR: David M.H. Lambert, DDS

PRESENTER(S): David Darab, DDS, MS, MBA, SBSP, CEPA, CPBA — Instructor

AUDIENCE: Dentists, practice owners, office managers, and their teams

CONTACT HOURS: 0.5

MEDIUM: Recorded Program

COURSE OBJECTIVES

1. Distinguish cash flow from revenue and explain why cash flow — not production, collections, overhead, or accounts receivable — determines whether a practice thrives or merely survives.
2. Identify the four gaps between production and cash — the timing, collection, expense, and margin gaps — and describe how each erodes the dollars that reach the bank.
3. Define EBITDA and explain how it serves as a proxy for the predictable, recurring free cash flow that sophisticated buyers value.
4. Apply a strategic annual fee-adjustment process using a zip-code fee analyzer, targeting the 80th–90th percentile rather than guesswork (Move 1: Charge Correctly).
5. Prioritize fee adjustments on the top ten procedures by volume and implement a 3–4% annual increase on undervalued fees to capture additional cash flow at no added overhead.
6. Control supply and inventory costs using benchmark ranges (6–8%), par levels, ordering cycles, just-in-time ordering, and consignment to stop cash leakage (Move 2: Stop the Bleeding).
7. Differentiate lead (predictive, behavioral) indicators from lag (historical) indicators and select three to five meaningful metrics to monitor with the team (Move 3: Know Your Numbers).
8. Recognize the treatment-scheduled-in-office rate, same-day collections, and treatment-plan presentation as core lead indicators, and set performance targets in the 90–100% range.
9. Convert patient motivation into booked treatment by optimizing the schedule with block booking and applying the four-bucket follow-up system so every patient leaves with a defined next step (Move 4: Motivation Into Money).
10. Calculate the cost of inaction and connect predictable cash flow to higher EBITDA multiples and greater enterprise value at the time of sale.



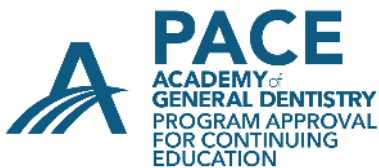
DATES & TIMES

Streamable ON DEMAND

WHAT YOU NEED TO PARTICIPATE

- A Windows or Mac PC, Apple or Android tablet, or smartphone
- A compatible web browser (Google Chrome, Mozilla Firefox, Apple Safari, or MS Edge)
- An internet connection
- Register for the event
- Pay your registration fee

Successful registration includes payment of the \$50.00 course fee. In order to receive CE credit and certification of participation for re-licensure, you must pay the event fee, attend the course, and successfully complete a cognitive assessment and survey. Full refund within 48 hours of the event.



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