**Preface**

The contents of this book will assist the pediatric dentist and/or the general dentist for children in establishing a children’s dental practice that achieves the following:

1. A comprehensive demographic patient/parent mix that accepts all levels of dental care through professional marketing and parent education.

2. An advanced pharmacodynamic and medical treatment scheduling model different from the traditional behavioral based dental treatment model where maximum productivity in dental delivery systems is the goal.

3. A treatment planning program that is dentist productivity based where cosmetic and minimally invasive care is limited and sound traditional restorative care is promoted in a high caries population.

4. A staff utilization program where trained auxiliaries coordinate patient diagnosis, treatment planning, parent education, financial contracts, appointment scheduling, and treatment delivery thus allowing the dentist to concentrate on actual restorative productivity.

5. A multi-office, multi-doctor practice plan to accommodate all segments of the socioeconomic patient/parent mix.

6. A doctor utilization program where both pediatric dentists and general dentists for children can practice to the greatest of their ability, experiences, and education.

7. An off site orthodontic care program with financial incentives and advisor mentor/monitor program where profitability evaluation and strategic planning is continually performed.