

Austin Toback

## **Avoiding the Dreaded Analysis Paralysis: KPI's That Drive Meaningful Action**

We have access to data and information as dental professionals that we could never have imagined 20 years ago. From clinical, marketing, and operational metrics, we have every piece of information we could ever want to improve our business. All of this data can become overwhelming trying to decipher and prevent us from actually using it to drive meaningful actions and behavior on a daily basis. In this lecture we will identify the key performance indicators that will have the greatest impact for your practice. We will dive into best practices of how these KPI's are used and how to avoid the dreaded "analysis paralysis." By empowering you and your team to use key performance indicators, you can maximize the ROI of every decision you make. Attendees will have the opportunity to engage in an interactive discussion with the Resolute team to gain insight on how they use data to drive their decision making.

1. Identify the Key Performance Indicators that make the greatest impact for your business.
2. Learn the best practices on how to use these Key Performance Indicators.
3. Learn Strategies to avoid "paralysis by analysis."

Austin Toback is the Strategic Growth Manager for Resolute Dental Partners, a collaborative multi-location perio and restorative organization. He has been with the company since late 2019, while also pursuing his MBA from Quinnipiac University. Austin has been able to leverage his knowledge he's learned from Quinnipiac and mentorship he has gotten from dental finance industry leaders to implement systems and strategies for collecting and utilizing data. These strategies have helped Resolute see immense same store growth in the wake of COVID-19 as well as help craft strategies for future mergers and acquisitions. Austin was a key player in helping Resolute navigate the COVID-19 crisis, crafting a gameplan to conserve cash, navigate relief funds, and launch new operational initiatives to create momentum.