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By David L. Hoexter, BA DMD, FACC, FICD

Dr. Roger P. Levin is founder and chief executive officer of Levin Group, Inc., a leading dental practice management consulting firm that provides a comprehensive suite of lifetime services to its clients and partners. Since 1985, Levin Group has embraced one single mission — to improve the lives of dentists.

For more than 20 years, Levin Group has helped thousands of general dentists and specialists increase their satisfaction with practicing dentistry. Levin Group may be reached at (888) 973-0000 and customerservice@levingroup.com.

Dr. Roger P. Levin

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Control Overhead to Boost Profitability

Controlling overhead is a two-step process: increase production and reduce unnecessary costs. Often, high overhead is a result of the practice not operating efficiently. For instance, a practice experiencing a high volume of cancellations and no-shows will usually have a high fixed overhead percentage due to decreased production. By taking the proper steps to operate more efficiently, production will increase and overhead will fall into a healthier range. Boosting productivity will ultimately lower overhead as a percentage of a practice’s operating costs.

— Roger P. Levin, DDS

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The dental community must recognize that contributions are sometimes made in the oral health field by non-dentists. Larry Farrell should be honored as such a man. He has consistently fought for greater recognition of dentistry, on a global basis, in diagnosing and preventing local and systemic diseases. He has played a significant role in helping our dental field to improve the world’s health and awareness toward health, and to improve the public’s perception of the field of dentistry.

Larry’s forte has always been his ability to perceive the big picture, to formulate plans, and to encourage others to work together towards his perceived goal. An ardent enthusiast of the dental profession, he organiz- es, gives, donates and encourages others to do the same, with a totality of spirit.

Even in high school, Larry was a team player. While on the varsity football team, he voluntarily gave up his starting quarterback position to an underclassman and switched to the starting end, because Larry thought it would be better for the team. I guess that he knew what he was doing because the new quarterback later earned some renown in the game. His name is Roger Staubach!

Currently vice president, professional relations at Sunstar Butter, Larry sits on the Board of such prestigious schools and organizations as: Harvard School of Dental Medicine; the University of California; San Francisco School of Dentistry; Forsyth Dental Center; the University of Indiana; UCLA School of Dentistry; Temple University School of Dentistry; the ADA Health Foundation; FDI World Dental Federation; Academy of Dentistry International; National Dental Association; American College of Dentistry; and the National Oral Health Advisory Council.

Besides his MBA in marketing management and consumer behavior, Larry has also been distinguished with fellowships in the Academy of Dentistry International and International Academy for Dental Facial Esthetics. His esteemed position on all of these boards enables him to spread knowledge and goals on a global basis.

I first met Larry many years ago, when he was working for Proctor & Gamble in its health and care division. He excelled at developing relationships with professional organizations and establishing favorable environments for oral care products.

He successfully introduced and marketed many oral products, but only after assisting in extensive evaluations at various academic and private research organizations. He always had an eye out to protect the public as well as to market a financially viable product.

He was later promoted to VP of Corporate Professional Relations at P&G, where he integrated the Oral Technologies and the Oral Care divisions. Over twelve years ago, he started a consortium to promote recognition of the symbiotic effect that the oral cavity has with systemic diseases, and vice versa, and the value of dentistry in the diagnosis and prevention of these as they affect systemic diseases.

A special interest in diabetes and heart disease related to bacterial involvement with the oral bacteria flora are just a few of his enthusiastic commitments in this arena.

Although he is a leader in the dental industry, Larry’s priority has always been his family. Married to his beautiful wife Carolyn, they have four children and nine grandchildren.

We can always count on Larry to enthusiastically support the dental field, to work toward constructive goals, and to ameliorate waste. Whether it might be Cologne, Germany, the Greater New York Dental Meeting, the AAP, or the Chicago Midwinter, Larry Farrell has always been front and center, encouraging and supporting, always supported, encouraged, and producing positive results in the oral health field.

“Larry is the most trustworthy, caring, sensitive executive I have ever worked with” said L. Cox of Sunstar Americas Inc., who has worked closely with him these past years. Rumor has it that he will leave Sunstar Butter this year. I think that its incumbent on the dental field to make sure that we don’t lose him, and that he continues to actively participate in our field.

Hopefully, some bright company will seize on this great talent and convince him to stay involved with dentistry.

The oral health field thanks you, Larry.