

THE CFO'S PLAYBOOK

An Inside Look at What it Takes to
Implement Enterprise-Level Financial
Frameworks in Dentistry

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»»» DESCRIPTION

As DSOs scale, financial complexity increases exponentially. When organizations lack a robust economic framework they risk inefficiency, cash flow challenges, and missed growth opportunities. This session will provide a roadmap for implementing **enterprise-level financial frameworks** that support sustainable growth, operational excellence, and strategic decision-making. Attendees will gain insights from the real-world experiences of a seasoned CFO who has helped build and grow DSOs from single-digit locations to enterprise-level organizations.

»»» WHAT YOU'LL LEARN

How to Build a Scalable Financial Infrastructure

- Transitioning from cash-based to accrual-based accounting
- Implementing financial reporting to drive decision making
- Establishing internal controls and financial governance

Strategic Financial Planning & Forecasting

- Developing a 13-week cash flow forecast
- Creating a dynamic annual budget and a 12-month rolling forecast
- Utilizing financial modeling for growth initiatives and acquisitions

How to Optimize Cash Flow & Capital Structure

- Managing working capital effectively
- Financing growth through debt and equity strategies
- Structuring capital to support long-term expansion

Leveraging Financial Data for Operational Excellence

- Creating KPIs and dashboards to drive performance
- Aligning financial strategy with clinical and operational goals
- Ensuring financial transparency for leadership and investors

