

Productive Dentist Academy Invites Dentists to Build Their 2027 Business Plan at October 23 Momentum Planning Session

Half-Day Virtual Planning Event Guides Dental Practice Owners Through Revenue, Team, Marketing, Operational, and Growth Priorities for the Year Ahead



ANACORTES, WA, UNITED STATES,

August 25, 2026 /EINPresswire.com/ -- Dental practice owners looking to enter 2027 with a clearer plan for growth, profitability, team development, and long-term practice success are invited to join [Productive Dentist Academy's 2027 Momentum Planning Session](#) on Friday, October 23, 2026.

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*PDA Co-founder & CEO
Victoria Peterson*

The full-day virtual planning experience which runs 9am to 2pm Pacific Time, is open to dental practice owners and leadership teams who want expert guidance turning their goals for 2027 into an actionable business plan.

Hosted by Productive Dentist Academy Co-founder & CEO Victoria Peterson, this interactive session gives dental practice owners and their leadership teams dedicated time to step away from the day-to-day demands of patient care and practice ownership, assess where their business

stands today, and make deliberate decisions about where they want it to go next.

Using Investment Grade Practice™ curriculum and planning tools, participants will examine the financial, operational, clinical, team, and marketing priorities that will influence their practice in 2027 and begin building a roadmap to put those priorities into action.

“Dentists spend so much of their time solving what needs to be solved today that planning for the future can easily get pushed aside,” says Peterson. “Annual planning gives doctors permission to step out of reaction mode, look at the entire practice, and decide where they want to go next. Our 2027 Momentum Planning attendees will leave with decisions made, priorities established, and a roadmap they can actually begin putting into action.”

Since 2004, PDA has helped thousands of dental practices improve performance and build long-term business value. The company has been named to the Inc. 5000 list of America's fastest-growing private companies four times and was recognized as a 2022 Inc. Power Partner for its proven track record of helping business owners succeed.

Turning 2027 Goals Into a Plan

Throughout the interactive session, participating doctors and practice leaders will evaluate current performance, identify opportunities, establish priorities, and map out the actions necessary to move the practice forward. Attendees will work through areas including:

- **Revenue & Profit Planning:** Use current practice performance to establish meaningful financial goals and projections for 2027.
- **Patient Flow & Service Mix:** Evaluate scheduling, capacity, diagnostics, treatment opportunities, and the services contributing to practice growth.
- **Team & Staffing Priorities:** Determine the people, roles, training, and leadership development needed to support the practice's goals.
- **Marketing Strategy:** Align marketing priorities and investments with the business challenges the practice needs to solve.
- **Technology & Practice Investments:** Consider equipment, systems, expansion opportunities, and the other investments through the lens of strategic return.

By the end of the session, attendees will bring those decisions together into a 2027 Action Roadmap that defines their most important priorities, assigns responsibility, and establishes clear next steps for putting the annual plan into motion. The goal is for participants to leave with more than a collection of ideas for the year ahead, but with a practical plan their leadership team can begin executing immediately.

The half-day (five-hour) format is designed to give participants enough time not simply to talk about what they would like to accomplish, but to begin working through the decisions necessary to make those goals achievable.

"There will always be things in dentistry that practice owners can't control, and that uncertainty can make it tempting to wait and see what happens," says Peterson. "But the strongest practices don't leave their future entirely to chance. When you understand your numbers, know your priorities, and have your team aligned around a plan, you have more choices about what comes next. That ability to choose is incredibly important for independent dentists who want to protect the practice, career, and legacy they've worked so hard to build."

The October 23 Momentum Planning Session expands an annual planning experience PDA traditionally provides to its own client community. Current PDA clients will participate in a separate, dedicated planning session on October 16, while the October 23 session is open to other dentists and dental practice leadership teams interested in using PDA's planning framework to prepare for 2027.

Participants do not need to be current PDA clients to attend the October 23 session.

Event Details

What: 2027 Momentum Planning Session

Who: Dental Practice Owners & Practice Leadership Teams

Choose One Date: Friday, October 23, 2026

Time: 7am - 3pm Pacific Time (10am - 6pm Eastern Time)

Where: Virtual via Zoom

What's Included: Interactive annual planning session, guided exercises, and planning workbook

Registration: [CLICK HERE TO REGISTER](#)

[About Productive Dentist Academy \(PDA\)](#)

Productive Dentist Academy (PDA) is an award-winning dental business and marketing consulting firm based in Anacortes, WA. At PDA, we know independent dentists are uncertain about the future of private practice and are concerned there may be no other option than to sell to a dental service organization (DSO). That's why PDA built the Investment Grade Practice™ platform to be the advocate and level the playing field so independent dentists can optimize profitability, improve patient experience, and align teams to the dentist's core vision. Founded in 2004, employee-owned PDA empowers thousands of dentists internationally so they can make confident decisions as a leader, re-engage their passion, and achieve financial and personal satisfaction. For more information, call 800-757-6077, email info@productivedentist.com, or visit <http://www.productivedentist.com>.

Benjamin Lund
Productive Dentist Academy
+1 800-757-6077

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