



# SUSAN GUNN CFE

an agent of change

“Susan...never minces words. You may not like what she says, but you do need to hear it! The practicality of her advice is sound wisdom.”



Speaker • Author • Consultant • Fraud Examiner  
[www.SusanGunnSolutions.com](http://www.SusanGunnSolutions.com) • (888) 994-3167 • [Info@SusanGunnSolutions.com](mailto:Info@SusanGunnSolutions.com)

## Susan's Speaking Topics

All of Susan's topics can be customized to fit your event needs.



### Money In, Money Out | Convention or Study Club General Audience

Do you know what the daily cost is to keep the doors of your practice open? In this digital age, there are more moving parts than ever. Regardless of the software used in a practice, there are systems and procedures that should be implemented to keep the financial information organized and protected. From end of day procedures, employee incentives, choosing a CPA, and vital checklists, this robust course is packed full of the tools needed for a successful Business Flow in a practice.



### Your Actions Speak Louder Than Your Words: Ethics Is Your Choice

Convention or Study Club General Audience

Susan's sense of humor and real life stories drives home the point that ethics really are simply a choice...your choice...and, your choice makes a difference. Straight out of the news headlines and current events, we will discover what it means to have ethical standards, what and who influences our ethics and how one loses their sense of ethics. But, let's take it one step further. How do ethics apply to our practice?



### The Mind of an Embezzler: Unrelenting Greed | Study Club Doctors & Spouses Only

What does it take to steal from a practice? It is a personal betrayal. What kind of person could do such a thing? During the lifespan of a 30 year practice, there will be at least one embezzler on the payroll. And it is always someone the doctor trusts. There are seven steps to steal from a practice, as given by Leona in her letters to Avarice. This unique course is like no other and helps the practice owners and spouses understand the mind of an embezzler.



### The Other Half of the Practice Software Equation: QuickBooks Pro

Convention or Study Club General Audience

It is time to address the other half of your practice's accounting: QuickBooks. You received training on the practice software but you've been winging it on QuickBooks. No worries. Help is right around the corner. Fret no longer. Throughout the day, patient treatment, clinical notes, insurance claims and payments are entered into the practice software. But what's entered into QuickBooks? How can back-to-back accountability be gained and maintained in your practice?



### From the Embezzlement Forensic Files | Study Club Doctors and Spouses Only

Straight from the headlines, it is the who, what, when, where and how of embezzlement. Discover fresh insights into who is embezzling, what is embezzled, when embezzlements occur and how embezzlements happen in a practice. You cannot prevent embezzlement but you can certainly protect your practice from embezzlement.



### Embezzlement: For Your Eyes (& Ears) Only | Convention or Study Doctors and Spouses Only

Three out of five practices are experiencing embezzlement. Some do not know they are being embezzled, others do not want to deal with it, and some are painfully aware of what has happened and are dealing with the consequences. There are some simple tools to place in your practice that will help protect your practice.



### A Journey in Caring for Aging Loved Ones: Matters of the Heart

Convention or Study Club General Audience

Susan wrote the book she wish she would have had before caring for her aging parents for 16 years, while building and running a business. You will laugh, and maybe cry, as you learn concrete ways to guide your loved ones (or yourself) into the elder years, both physically and emotionally, to embrace what can be a rewarding but exhausting role.



## Susan Gunn, CFE

Riveting Keynote Speaker, Relatable Author,  
Reliable Business Consultant, Ruthless Fraud Examiner

- Speaking professionally over 35 years
- Honest, direct and down-to-earth
- Presents clear take-aways that are both definable and measurable
- Weaves stories, engages with humor and delivers crucial information
- Masterfully interacts with audiences

## Past Presentations

### Partial list

- American Dental Association
- Academy of General Dentistry
- California Dental Society Annual Meetings
- Chicago Dental Society Mid-Winter Meeting
- DentalTown Meeting
- Minnesota Dental Society Star of the North Meeting
- Thomas P. Hinman Dental Meeting
- Texas Dental Meeting

*"I love Susan's style: funny and easygoing yet to the point and effective."*

*"Susan is very energetic and a great speaker. SHE is what I liked best about this course. I can really tell she loves what she does AND she is good at it!"*

## Schedule Susan for a Truly Memorable Event

www.SusanGunnSolutions.com • 888.994.3167 • Info@SusanGunnSolutions.com