

How to Achieve a Quality, Profitable Dental Practice in any Economy!

Presented by
Bill Blatchford, DDS
Robert Lowe, DDS

**Friday, October 8 &
Saturday, October 9, 2010**

Charlotte, NC: At The Charlotte Center
for Cosmetic Dentistry at South Park Training Institute

Who Should Attend & Why

Since this seminar is very "technique oriented", attendance by the entire dental team - Dentist, Hygienist, and Dental Assistant, is encouraged. Each team member should be able to discuss treatment rationales with patients through a better understanding of the step-by-step techniques. This way, many of the techniques can be immediately incorporated into your practice tomorrow!

Chair time, is our most precious commodity, so profitability starts by working efficient and working smart. In today's ever changing economic environment, the dentist must continue to provide a quality service to the patient, yet remain profitable.

16 hours of CE credits.

Course Description

"How to Achieve a Quality, Profitable Dental Practice in any Economy" is a complete Two-day Lecture/Clinical 16 CE Unit Seminar.

Day 1: Net Profit is a Choice, Not Something That is Leftover.

Dr. Blatchford will discuss how bringing money home is a joy for the Doctor and a real motivator for the team. Dr. Blatchford will help you see that a focus on the net can produce exceptional dentistry at 45-55% overhead. See how big picture thinking can move your practice to "wow" service and patient care. Positive leadership can create a whole new game and atmosphere in your office. Keep your fears at bay by knowing your numbers and leading with decisive action.

Day 2: A Clinical Approach to Being More Profitable Chairside

Dr. Lowe introduces dentists to consistent, predictable, clinical techniques to create quality dental restorations in a time efficient manner. In this technique filled seminar, Dr. Lowe will teach you the skills you need to refine your preparation, and impression skills to a level that will help you create consistent quality. New technologies, such as dental lasers and digital impression making will be discussed along with how implementation of these technologies can help the "bottom line" of your practice. A discussion regarding the latest dental materials and delivery modalities will help in treatment planning even the most difficult functional and aesthetically challenging cases.

Course Objectives – Benefits from Attending and What You Will Learn:



- > Which dental material for which clinical situation?
- > Solutions for the clinical challenges faced when placing direct resin restorations – simplified “life-like” anterior layering, proximal contact, contour, and isolation.
- > Proper anatomic tooth reduction to create the optimal space for a variety of today’s indirect restorative options – Porcelain to metal, Porcelain to zirconium, pressed ceramics, aluminous ceramics, feldspathic ceramics.
- > Restoration of implants in the aesthetic zone.
- > Treatment options for complex restorative and aesthetic cases.
- > Clinical solutions for restorative problems that save you chair time and the patient money.
- > Minor tooth movement and prosthetic tooth repositioning
- > Laser assisted gingival and bony procedures that can correct aesthetic and biologic width problems.
- > Tissue management and perfect master impression, including state of the art digital impression making.
- > Delivery techniques for indirect restorations that will ensure accurate placement and make occlusal correction (adjustment) easy and predictable.
- > Which numbers you can change and what stops you.
- > How you can be effective and still accept insurance.
- > Hygiene’s biggest and best contribution to numbers.
- > An effective morning huddle.
- > Scheduling in blocks, no kidding.
- > How coaching can make a difference.
- > How team members can increase their paychecks and have more time off with pay.
- > Millions of dollars already existing in everyone’s practice.
- > The implant procedures that any GP should be able to provide.
- > The implant procedures that an advanced GP should be able to provide.



Dr. Bill Blatchford

is one of the strongest voices in dentistry today for profitability with a special emphasis on increased case acceptance. He is a dentist’s advocate for net return, more time away and increased

enjoyment. He practiced for twenty years in Corvallis, OR, following graduation from Loyola Dental School.

Dr. Blatchford has helped thousands of Doctors to achieve practice success and stay in the game. In his Custom Coaching Program, Dr. Blatchford works personally with Doctor, spouse and team to achieve their dream practice. His “Retire as You Go” Program allows Doctors to stay in the game and continue practicing as long as they desire.

Dr. Blatchford has spoken at every major dental meeting in the US and has lectured frequently internationally. He is the author of the **Dentist’s Mighty Guide Book, Playing Your ‘A’ Game** and the latest, **Blatchford BLUEPRINTS**. He also produces the monthly **Blatchford FILES**. His articles have been regularly published all over the world.



Dr. Robert A. Lowe

received his Doctor of Dental Surgery degree, magna cum laude, graduating second in his class from Loyola University School of Dentistry in 1982.

Following graduation, he completed a

one year Dental Residency, receiving additional expertise in several disciplines including Restorative and Rehabilitative Dentistry, Aesthetic Dentistry, Periodontics, Prosthodontics, and Sedation Dentistry, completing a rotation in Surgical Anesthesia.

Dr. Lowe has maintained a full time private dental practice for 26 years and is also a world recognized clinician in the field Cosmetic and Rehabilitative Dentistry. He is a member of the American Dental Association, a sustaining member of the American Academy of Cosmetic Dentistry, and a member of the American Society of Dental Aesthetics. Dr. Lowe taught Restorative and Rehabilitative Dentistry for 10 years at Loyola University School of Dentistry in Chicago, IL and has accumulated and presenting hundreds of hours of continuing education hours each year since graduation. As a result, Dr. Lowe has received Fellowships in the Academy of General Dentistry, International College of Dentists, Academy of Dentistry International, Pierre Fauchard Academy, American College of Dentists, and the International Academy of Dento-Facial Aesthetics.

Testimonials

“Great line up! I enjoyed the format of the seminar. The lecturers were very personable and approachable. Thanks again.”

ANDY KOULTOURIDES, DDS – MUNSTER, IN

“I’ve been in practice for 37 years and came home with new tools and systems that I have already implemented in to my practice. Understanding that it is not about how much you work but how smart you work. You can never stop learning!”
THANK YOU!!

JACK ELDER DDS – BENECIA, CA

“I TOOK HOME AN ADDITIONAL \$100K THIS YEAR. I can not imagine any practice passing up the opportunity to attend this seminar. What I learned in these 2 days has been immeasurable to the future success of my practice.”

GLENN SPENCER, DDS – BLOOMFIELD HILLS, MI

“We thought we knew it all, but these 2 days were exactly what our practice needed. Understanding that working smarter and not harder is the answer. We learned so much from Dr. Blatchford Dr. Lowe and Dr. Zokol that I would recommend this seminar to any one wanting to create the best dental practice possible.”

DEBRA JOSE, RDH & ROBERT JOSE, DMD – HELENA, MT

“Unlike any seminar I have ever attended. The wealth of knowledge gained in these 2 days is incredible. I can see how the investment made by attending this seminar will come back to me 100 times over.”

DR. VARZI – SAN DIEGO, CA

LOCATION

Charlotte Center for Cosmetic Dentistry at South Park Training Institute
6849 Fairview Road, Suite 100, Charlotte, NC 28210

REGISTRATION FEE INFORMATION

Registration fee includes tuition, continental breakfast, coffee breaks, and lunch.

\$995 Dentist through September 10, 2010

\$1,195 Dentist after September 10, 2010

\$295 Dental Team Member

Take advantage of this 2-Day seminar to earn **16 hours of CE credits.**

All Dentists registering by September 10, 2010 will receive a Bill Blatchford Bonus CD: "Business Principles for Any Economy."

To register, visit our website at www.DDSMarketingSolutions.com or www.DDSSeminarSolutions.com, or return the following form by mail or fax to:

DDS Marketing Solutions
PO Box 501411, San Diego, CA 92150-1411
Phone: (800) 334-5751 x101, Fax: (858) 676-0633
Email: info@DDSMarketingSolutions.com

Call (800) 334-5751 x101 to register today!

HOTEL ACCOMMODATIONS

Special rates have been made available to program participants at the Hampton Inn and Suites South Park at Phillips Place. Please contact the Reservations Department directly by phone at (704) 319-5700.

Reservation Block Code: The Blatchford/Lowe Seminar in order to receive the special rate of \$140.00 plus tax for single or double occupancy. Free shuttle service to and from seminar location. All reservations must be received by September 8, 2010 to ensure this special rate.

SCHEDULE

Friday

7:30 - 8:00am Registration
8:00am - 5:00pm Seminar
10:00 - 10:15am Break
12:00 - 1:00pm Lunch
3:00 - 3:15pm Break

Saturday

8:00am - 5:00pm Seminar
10:00 - 10:15am Break
12:00 - 1:00pm Lunch
3:00 - 3:15pm Break

PAYMENT

Registration fees may be paid by credit card using Visa, MasterCard, American Express or Discover. Fees may also be paid by check, payable to **DDS Marketing Solutions** in US dollars, drawn on a US bank.

REFUNDS

The following refund policy will apply if cancellation is received in writing:

- 60 days prior - 75% refund
- 30-59 days prior - 50% refund
- Less than 30 days - no refund

CONTINUING EDUCATION UNIT PROVIDER

Continuing Education Units are provided by Kerr Corporation, an ADA CERP provider.



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ADA CERP® | Continuing Education Recognition Program

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DENTIST:

- \$995 through September 10, 2010
 \$1,195 after September 10, 2010

All fees in US dollars, drawn on US banks:

- Check Enclosed Visa/MasterCard American Express Discover

DENTAL TEAM MEMBERS:

\$295 x _____ = \$ _____

Total \$ _____

Credit Card No. _____ Exp _____

Signature _____ CVV Code _____

First/Last Name _____ DDS DMD RDA DA

Institution _____

Mailing Address _____

City/State/Zip/Country _____

Telephone _____ Fax _____

Email _____ Specialty _____

MAIL TO: DDS Marketing Solutions, PO Box 501411, San Diego, CA 92150-1411 **OR FAX TO:** (858) 676-0633
FOR MORE INFORMATION OR TO REGISTER BY EMAIL: info@DDSMarketingSolutions.com