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ADA CERP® | Continuing Education
Recognition Program

**AURUM CERAMIC / CLASSIC DENTAL / SPACE MAINTAINERS
LABORATORIES is an ADA Cerp Recognized Provider**

ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education.

ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry.

Aurum Ceramic Seminars designates this activity for 6 hours of continuing education credits.



Academy
of General Dentistry

PACE

Program Approval for
Continuing Education

Approved PACE Program Provider
FAGD/MAGD Approved Credit 6
06/01/2008 – 05/31/2012
Approved Provider # 208706

CANCELLATION POLICY

A full refund, less \$50.00 non-refundable administration fee will apply to cancellations with 5 or more business days notice. Less than 5 working days notice, one half (50%) of the registration fee will be refunded.

Aurum Ceramic Dental Laboratories provides services that are discussed in this seminar.

□ **CALGARY, AB**

Friday, October 22, 2010

Mount Royal University
Continuing Education
4825 Mount Royal Gate SW

**Registration – 7:30 am
8:00 am – 4:00 pm**

REGISTRATION FEES

Dentist.....**\$295.00**

Team Member.....**\$125.00**

Applicable Tax Included

SEATING IS LIMITED

Please register early to avoid
disappointment.

Aurum Ceramic Seminars
Proudly Present

Helping the

TEAM

**Understand
the Business
of Dentistry**

With

Sherry Blair

□ **CALGARY, AB**

Friday, October 22, 2010





Sherry Blair

Sherry Blair, an instructor at LVI, shares her more than 33 years of experience managing each and every system within the dental office. Sherry has combined her acquired knowledge and personal experience to create an inspired, effective, and motivational course that refines the systems surrounding the patient's total experience in a dental practice. Sherry's enthusiasm, humor, successful strategies, and gentle nature have made her a consultant who is in high demand. Her extensive exposure to most forms of practice management and dental systems, as well as her strong focus on patient satisfaction, make her uniquely qualified to enhance the efforts of any dental practice.



LECTURE OUTLINE

I Communication:

A. DISC – The purpose of the Personal Profile System is to help to understand yourself and others. It will ensure success by customizing your communication with each patient giving that patient the information in the best way that they can understand it.

B. Questions – Asking the patient the right questions will allow us first to never assume and pre-judge our patients. Second it will allow us to discover their propelling forces (what they want). People buy what they want, not what they need.

C. Visual aids – A picture is worth a thousand words. Creating a habit of using the pictures to co-diagnose with patients will increase treatment acceptance.

II Sound Financial Presentation:

- A. Helping the team to understand the business of dentistry will help them understand the importance of maintaining a minimize accounts receivable.
- B. Presenting financial options to our patients can increase treatment acceptance through utilizing our third party financial partners.

III Block Scheduling:

- A. Create a perfect day schedule which will reduce stress and burn out. Maintain great customer service by running on time 98-100 percent of the time.
- B. Scheduling to a daily production goal. It's not about how many patients you see in a day, rather about the procedures you perform for those patients.

III Effective Handoffs – Transfer of Power:

- A. Effective hand offs are a structured transfer of information IN THE PRESENCE OF THE PATIENT. They are preformed for the patient more than the dental team which will result in increased treatment acceptance.

Lunch compliments of Aurum Ceramic Dental Laboratories

REGISTER NOW FOR THE

Helping the

TEAM
Understand
the Business
of Dentistry

With
Sherry Blair

CALGARY, AB
 Friday, October 22, 2010

Dr.: _____

Team Members: _____

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City/Prov: _____

Postal Code: _____

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Fax: _____

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