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ce@aurumgroup.com

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1-800-363-3989

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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.**

**HALIFAX, NS**

Friday, September 24, 2010

Four Points by Sheraton  
1495 Hollis Street  
Tel (902) 423-4444

**MONCTON, NB**

Saturday, September 25, 2010

Future Inns  
40 Lady ADA Blvd.  
Tel (506) 852-9600

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**

**HALIFAX, NS**

Friday, September 24, 2010

**MONCTON, NB**

Saturday, September 25, 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*

Dr.: \_\_\_\_\_

Team Members: \_\_\_\_\_

Address: \_\_\_\_\_

City/Prov: \_\_\_\_\_

Postal Code: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Unique ID #: \_\_\_\_\_

AGD #: \_\_\_\_\_

CDA/RDH #: \_\_\_\_\_

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Credit Card No.: \_\_\_\_\_

Expiry: \_\_\_\_\_

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**AURUM CERAMIC SEMINARS**

115 – 17th Ave. S.W., Calgary, AB T2S 0A1

**REGISTER NOW FOR THE**

**Helping the**

**TEAM**

**Understand the Business of Dentistry**

*With*

**Sherry Blair**

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