

10 Tips for Tough Times/Self-Ligation A to Z

Learn how to manage a successful practice and increase profitability using self-ligation brackets.

Dr. Jerry Clark

Friday, June 11, 2010

Burlingame, CA

ENROLL TODAY!

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GAC International
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Attn: Seminars

Course Objectives

At this course, the attendees will:

- ❑ Know how to make their practice more efficient and profitable
- ❑ Know why progressive practitioners are embracing self-ligating brackets
- ❑ Be confident in effectively treating patients using interactive self-ligation

10 Tips for Tough Times

- ❑ The average orthodontic practice in the United States has seen its revenues decrease by 10% to 30% over the past year.
- ❑ In many practices the doctor's take home pay has been reduced by 10% to 50%.
- ❑ Most doctors have seen their retirement investments devastated by the crash of the stock market and real estate values have collapsed.
- ❑ Many doctors who planned to retire in the near future have delayed those plans indefinitely.
- ❑ What is one to do during these difficult and unstable times?
- ❑ During this presentation you will learn proven business strategies to help you survive these difficult times and eventually thrive in the future.

Course Description

The Practice

- ❑ Steps you can take immediately to help you survive these tough times
- ❑ Why "Profit Realization" is the most important number to track in your practice
- ❑ How establishing a practice budget can save you tens of thousands of dollars
- ❑ The importance of maintaining a high touch/high tech practice
- ❑ Utilizing the web to increase patient referrals
- ❑ Why comprehensive practice transition planning is more important than ever

Your Personal Finances

- ❑ How to utilize the downturn in the stock market to your eventual advantage
- ❑ Why becoming "debt free" is your most important financial planning goal
- ❑ How establishing a personal budget can save you tens of thousands of dollars
- ❑ How to modify your investment strategies to maximize the return on your investments
- ❑ How to properly protect your family both now and in the future

Dr. Jerry Clark maintains a highly successful orthodontic practice in Greensboro, North Carolina. He graduated from the University of North Carolina with MS and DDS degrees and received his Masters degree in orthodontics from St. Louis University. He has practiced for over 30 years and lectured to orthodontists for over 25 years on business issues important for their success. He is founder and Chairman of the Board of Bentson Clark & Copple, a company dedicated to assisting orthodontists with successful succession planning, valuation, and sale of their orthodontic practices (1-800-621-4664).



Self-Ligation A to Z

"The future of orthodontics will focus on three main areas:

- ❑ 3-D Imaging;
- ❑ Micro implants for anchorage;
- ❑ Self-ligating brackets."

Dr. Robert Keim, Editor, Journal of Clinical Orthodontics

Whether you are just considering self-ligation or have been utilizing the benefits of self-ligation for some time this is a lecture you will not want to miss. In this highly entertaining and informative presentation, Dr. Jerry Clark will elaborate on Dr. Keim's statements. Presently, less than 20% of practicing orthodontists are utilizing self-ligating brackets. Dr. Clark believes that in the future that number will skyrocket due to the significant benefits provided by self-ligating brackets.

Course Description

- ❑ The role self-ligation plays in the management of a successful orthodontic practice
- ❑ How self-ligation can significantly improve practice efficiency and profitability
- ❑ The significant benefits of self-ligation
- ❑ A brief history of self-ligation
- ❑ What orthodontists are looking for in the design of their brackets
- ❑ What brackets are available in the marketplace today
- ❑ Why self-ligating brackets are Dr. Clark's bracket of choice
- ❑ Archwire technology and the benefits of today's super-elastic archwires
- ❑ Dr. Clark's treatment philosophy and objectives
- ❑ Presentation of comprehensive records of treated cases and step-by-step instructions on how treatment results were achieved; treating cases quickly, with fewer appointments and with better results

REGISTRATION FORM

**Please enroll me in Dr. Clark's 10 Tips for Tough Times/
Self-Ligation A to Z Seminar**

Friday, June 11, 2010 - Burlingame, CA

Dr. Name _____

Address _____

Phone _____ E-mail _____

Staff Names _____

No. of Attendees _____ Amount Enclosed \$ _____

Please make checks payable to: Dentsply GAC International

Method of Payment Check Visa MasterCard American Express

Credit Card # _____ Expiration Date _____

CVV# _____ Signature _____

Cancellation Policy

Cancellations made seven days or more prior to a course will entitle registrant to a full refund. Cancellations after this time will result in a \$50 cancellation fee.

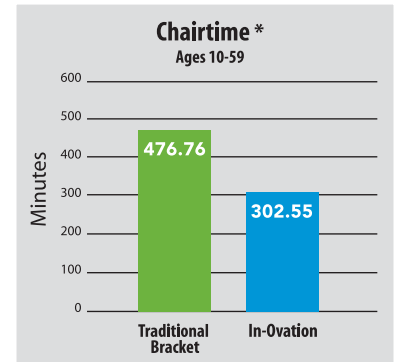
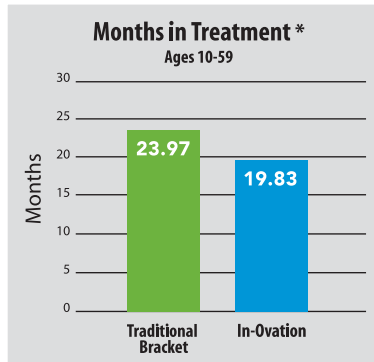
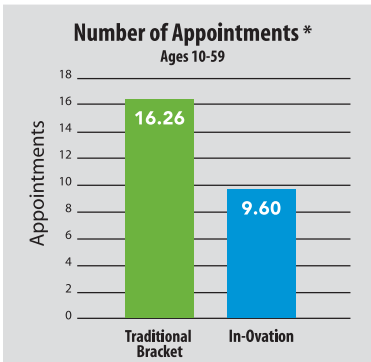
For more information, or to register by phone or fax, please contact:
Ann Marie Lamprecht at 800-645-5530 (ext 61343) or Peter Sandre at 800-645-5530 (ext. 61349).

To register for Dr. Clark's 10 Tips for Tough Times/Self-Ligation A to Z Seminar, please complete and return the registration form to:

Dentsply GAC International

355 Knickerbocker Avenue
Bohemia, NY 11716
Attn: Ann Marie Lamprecht or
Peter Sandre
Fax: 631-419-1599

CASE STUDY



In-Ovation averages 40-percent fewer appointments than traditional brackets with ties.

In-Ovation finishes equivalent cases approximately 4-months sooner than traditional brackets with ties.

With In-Ovation, doctors realize an approximate chairside time-savings of 3 hours per patient.

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Embassy Suites San Francisco Airport Burlingame

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Burlingame, CA 94010
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If you need to make room reservations, please call and ask for the Reservations Department. The earlier you reserve a room, the better the rate.



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Typical Schedule	
8:00 am - 9:00 am	Registration & Breakfast
9:00 am - 12:00 pm	Lecture
10:30 am	Break
12:00 pm - 1:00 pm	Lunch
2:45 pm	Break
1:00 pm - 4:30 pm	Lecture
Fees	
Doctors	\$199 (early registration)
Staff	\$60 (\$239 (30 days or less prior to the course))
Residents	\$25
Includes continental breakfast, breaks and lunch.	
CE Credits	
3	Practice Management
3	Clinical

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