



DR. DERRY ROGERS
IN HOUSE TRAINING PROGRAMS



CD SEMINARS

In-House Training Programs

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“You don’t have to buy a perfect practice to own one”

Clinical ability

+

Practice Management

+

Effective marketing programs

+

Trained and motivated staff



Practice Success

*All of CD Seminars' In-House Training programs have been designed to give **you** an edge on your colleagues in all of these critical areas.*

*This booklet contains information on all the courses available.
Take the time to find out just how easy it is to create a
more profitable practice right now.*

Overview of the stresses of dentistry

The stresses of a modern day dental practice can start to take their toll eight to ten years after leaving dental school:

- Financial constraints limits the ability to purchase new equipment;
- Continual management of the demands of staff and their need for motivation is demanding, tiring and stressful;
- Finding the time to attend clinical training courses to update skills is difficult; and
- It is difficult to fit in time for your family's needs, golf, sailing and socialising.

These stresses *are normal* for the majority of dentists; yet very few clinicians ever find a way to resolve these problems in order to enjoy their life and their chosen profession.

CD Seminars have developed In-House Training Programs to:

- Develop your clinical skills and knowledge of materials to consistently deliver high quality dentistry;
- Assist you in managing your practice more efficiently, Including staff management and financial management.
- Improve the profitability of your practice and
- Provide you with stress-free time to enjoy both your professional and personal life.

Common problems

A lack of business training in dental school is one of the greatest weaknesses in the skills of dentists. Managing the day-to-day needs of the dental practice has become a difficult task.

Also, a general inability to understand the principles of communicating with patients and staff, contributes to the majority of the stress experienced in dental practice.

A lack of understanding and development of systemisation of daily dental procedures ties up the dentist in procedure and staff management that reduces the dentist's ability to manage their business efficiently.

Solutions

A. ATTEND COURSES:

PROS	CONS
Provides a day away from the stresses of the practice to think and undergo training.	Course not customised to specific needs.
Develops new skills in a specific area.	Lost production time. Staff not often involved.

B. CD SEMINARS' IN-HOUSE TRAINING:

PROS	CONS
Comprehensive training in <i>all</i> the areas essential for the growth and success of the practice is provided.	A period of hard work and commitment is required to develop the skills learnt.
Staff are directly involved with their training programs.	
Specific problems can be addressed.	

Testimonials

“Derry presents a brilliant and exceptional series of courses on all aspects of aesthetic dentistry and poses challenges on practice management and personal goals. Attendance for the progressive thinking individual is necessary. It changed the way I approach dentistry.”

**Dr Kay Chia,
Brisbane**

“Derry opens his practice and lets you see an artist at work.
To see his skills is to understand.
To then discuss and question is to believe you can do it too.”

**Dr Susan Clow
Pukeohe, New Zealand**

“Derry has excellent systems in place, both clinical and managerial and it is a pleasure to see such a team – a focused, streamlined cosmetic practice. Clinical procedures offer clever alternatives to existing techniques, a focus on attention to detail and an artists eye. Thought provoking and stimulating philosophical discussions.”

**Dr Andrea Shepperson
Cosmetic/General Dentist
Auckland, New Zealand**

“I really enjoyed the P1/2 course I attended at Dr Roger’s office in Melbourne.

It was very eye opening and mind-opening to watch Dr Rogers clinical approach, treatment planning philosophy and to see how his office operated.

I especially found it enjoyable to have the opportunity to discuss ideas and thoughts about dentistry with Dr Rogers and the other dentists who attended the course.”

**Dr Darren J Ding
Glendene, New Zealand**

P1/P2 Dentist Clinical Training Programs

Clinical benefits of in-house hands-on training courses:

- Advanced cosmetic dentistry skills presented and viewed in an 'over the shoulder' format on a patient;
- Three-dimensional learning environment, clearly demonstrating the skills being presented;
- Intensive learning environment with 100% access to mentor;
- Ability to troubleshoot every day problems on the spot;
- The development of cutting edge techniques in cosmetic dentistry for consistently delivering beautiful smiles;
- New patient examination, taken on a non-rehearsed, 'real' patient.

Non-Clinical skills developed in the courses:

- Treatment plan preparation and presentation for greater case acceptance rates;
- Personality profiling for effective staff management and motivation;
- Personality profiling for successful case presentations and rewarding patient/dentist relationships;
- Proven practice promotion techniques; and
- Marketing for increased new patient rates.

P1 & P2 – Anterior / Posterior Course

Each course is run over two days, with a class limit of six dentists per course.

An example of the course structure over the two days includes:

Day 1: (Anterior - P1) and Day 2: (Posterior – P2):

7.00 am - BREAKFAST -

8.00 am	Case review	Patient case reviewed
	Anterior Veneers P1	Treatment planning and case discussion
	Posterior Crowns P2	

8.30 am	Patient Prep	Pre-impressions Prep design Impression taking Provisionalisation Occlusion management Cosmetic choreography Colour selection Lab communication
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11.30	New Patient Examination	Protocols for New Patients Examinations
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12.30 - LUNCH –

2.00 pm	Photography Workshop	Training protocols for ideal photography Camera options reviewed
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3.00 pm	Staff Contracts	Hiring Contracts Performance appraisals
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4.00 pm	Treatment Planning	Diagnosis of new patient (from am session) Case write up system for optimal case acceptance
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5.00 pm - FINISH –

Day 3 (Anterior – P1) and Day 4 (Posterior – P2):

7.00 am	- BREAKFAST -	
8.00 am	Lab Review Veneers & Crowns P1/P2	Review and checking lab work
8.30 am	Patient Treatment Session Inserts:	Removal of provisionals Try-ins Adjustments – shape & colour Porcelain adjustment & polishing Cementation Occlusion Workshop
11.30 am	Occlusion Workshop	Understanding the principles for long term success Centric Relation overview
12 noon	Review Case Presentation	For New Patient from Day 1
12.30 pm	- LUNCH –	
2.00 pm	Time Management	Systems reviewed Templates provided
3.00 pm	Productive Scheduling Workshop	Overview of scheduling systems
3.30 pm	Staff Management Workshop	Templates provided
4.00 pm	Case Presentation Workshop	2 cases per attendee Presentation of treatment planned
5.30 pm	- FINISH –	

P3 – Advanced Clinical Procedures

Advance your skill level

Now that you have completed the P1 and P2 programs and have been performing anterior and posterior porcelain work for a few months, you may be encountering cases you feel which truly extend your current level of ability.

If so, it is time you booked into P3: The Advanced Program

Pre-requisites for the P3 course are that you have completed both P1 and P2 (which you have or are soon to do) and have been back in your practice for at least two months practising these new skills. It is preferable that you have completed a number of anterior and posterior procedures, to reinforce and refine your own skills, prior to attempting this course.

The P3 course is structured in a similar manner to the P1 and P2 courses. Course content includes:

- Overview of materials to be used;
- Overview of techniques for preparation of advanced procedures;
- Advanced treatments, including –
 - Veneers
 - Crowns, and
 - Bridges;
 - Implants - soft tissue procedures

- Both anterior and posterior procedures;
- Sequencing of treatment over extended periods;
- Advance practice marketing and practice management concepts.

The P3 course is your opportunity to build on and refine the valuable skills you have already begun to learn.

An example of the P3 course structure over the two days

7.00 am - BREAKFAST -

8.00 am	Case review	Patient case reviewed
	Anterior Veneers	Treatment planning and case discussion
	Posterior Crowns	

8.30 am	Patient Prep	Pre-impressions Prep design Impression taking Provisionalisation Occlusion set up Cosmetic choreography Colour selection Lab communication
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11.30	New Patient Examination	Protocols for New Patients Examinations
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12.30 - LUNCH -

2.00 pm	Photography Workshop	Training protocols for ideal photography Camera options reviewed
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3.00 pm	Staff Contracts	Hiring Contracts Performance appraisals
----------------	------------------------	---

4.00 pm	Treatment Planning	Diagnosis of new patient (from am session) Case write up system for optimal case acceptance
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5.00 pm - FINISH -

Day 2 -

7.00 am - BREAKFAST -

**8.00 am Lab Review
Veneers & Crowns**

**8.30 am Patient Treatment Session
Inserts:** Remove provisionals
Try-ins
Adjustments – shape & colour
Porcelain adjustment & polishing
Cementation
Occlusion Workshop

11.30 am Occlusion Workshop Understanding the principles for long term success
Centric Relation overview

12 noon Review Case Presentation For New Patient from Day 1

12.30 pm - LUNCH –

2.00 pm Time Management Systems reviewed
Templates provided

**3.00 pm Productive Scheduling
Workshop** Overview of scheduling systems

3.30 pm Staff Management Workshop Templates provided

4.00 pm Case Presentation Workshop 2 cases per attendee
presentation of treatment
planned

5.30 pm - FINISH –

PM – Practice Marketing Program

Extend your skills beyond just clinical training

If you want to use your new skills on patients:

- You need to tell them what you can offer them.
Tell them how you are different from your competitors.

Learn to promote yourself and your practice to prospective patients

Find out how to reach those patients who:

- Understand what you offer.
- Are interested in what you offer.

Learn how to get more “bang for your buck”

Marketing can be a cost-effective way of getting more patients, you need to know what works and what doesn't.

- You can learn through trial and error.
- OR
- You can learn from Derry's vast experience.

You've done the clinical training ...

Now that you have the ability to perform high level anterior and posterior reconstructive and cosmetic dentistry, **reap the benefits from it**. The course will teach you how to let your patients know you have an edge on the competition.

Market your skills and watch the patients come to you.

Many dentists chose to take on one of the many dental practice consultants to help them plan the future of their practice. Unfortunately, many of the people currently offering these services have not worked in the dental industry and therefore do not have intimate knowledge of the problems and opportunities unique to dental practices.

What you will learn:

During this course, you and a nominated staff member will work through the development of a complete marketing program tailored specifically to your practice. The marketing program will give you clear and concise directions on how to plan, implement, monitor and evaluate all aspects of a marketing program that adds value to your practice and to the clients you wish to treat. Elements include:

- The **People** you hire, how to hire and how to get the best from your staff
- Internal marketing - what does your practice (**Place**) and the environment you offer patients say about your service?
- Patient management – (**Processes**) to manage and improve patient interaction
- Creating a (**Product**) for your patients, offer the services you want to provide
- Fee setting - setting the (**Price**) for your service to reflect the value offered
- (**Promotion**) options for your practice, both internal and external
- How to monitor and measure the effectiveness of your marketing program
- Adjusting the program to reflect the changing needs of your practice

Any marketing consultant can develop a marketing program for your practice - at a considerable fee! A marketing plan developed for your practice by an outside consultant can cost anything from \$20,000 to \$40,000* to prepare. Yet more often than not they have no knowledge of the industry and environment you operate in.

How do we know marketing works?

*If you've been to Dr Rogers practice and seen how it operate, s you will understand why we know marketing works. With the right elements in place, anyone can market their practice to current, new and potential patients **without having to try and sell to them.***

*Marketing is about more than just selling. You should be trying to deliver a level of service in your practice that **sells itself to patients.** If you don't think you are, this course will show you **how you can achieve any standard you set for yourself***

At the conclusion of this program, you will walk away with a complete marketing program customized to your practice.

PM Course fees include:

- Full day PM course for one dentist and one other nominated staff member
- Breakfast and lunch for participants on course days.
- The PM Course is run in conjunction with the P3 clinical course as an advanced total course for dentists

*Estimate for marketing plan costs from Australian Institute of Management (AIM).

**Please be sure to bring a current copy of the Dental Board Act for your state.

PS – Treatment sequencing

Aim:

- To understand the systems required to efficiently treatment plan simple to complex cases with restricted time frames as dictated by our patients
- To develop a methodology to stage treatment plans
- To develop the skills of constructing long term provisionals in order to facilitate treatment plan sequencing

Method:

A tried and proven step by step process of treatment diagnosis and sequencing will be taught with blue prints to take back to your clinics.

Hands on workshops using typodonts to develop the art of provisionalising anterior and posterior teeth in combination with material overviews for cores, provisional crowns and cements.

Overview:

- No more temporaries, provisional are the basis for treatment planning for the future
- The ability to construct aesthetic and functional provisionals long term is mandatory to provide patients with ideal treatment for financial reasons and as part of multidisciplinary therapy

Day Program:

7:00am	Breakfast
8:00	Treatment diagnosis and Case Planning
9:00	Treatment Sequencing <ul style="list-style-type: none">➤ Staging anterior/posterior cases➤ How to Stage bite opening➤ Sequencing long-term rehabilitation➤ Sequencing specialist treatment
12:00pm	Lunch
1:00	Hands-on Workshop/Materials <ul style="list-style-type: none">➤ Cements➤ Core materials➤ Provisional materials
2:00	Posterior Crowns Managing occlusal changes
3:00	Anterior Crowns Setting up phonetics in Anterior Provisionals
4:00	Provisional Cementation and Removal Laboratory Communication
5:00	FINISH

Dentist In-House Training Course Information & Registration Form

	Wk 1, Day 1 P1	Wk 1, Day 2 P2	Wk 2, Day 3 P1	Wk 2, Day 4 P2	Availability
P1 & P2	5 th March	6 th March	26 th March	27 th March	Places Available
P3 & PM & PS	2 nd April 2009	3 rd April 2009	23 rd April 2009	24 th April 2009	Limited Places Available
P1 & P2	7 th May 2009	8 th May 2009	28 th May 2009	29 th May 2009	Places Available

P1 & P2 – Fee: \$5,850 per dentist (Includes GST)
4 Day course

P3/PM/PS – Fee: \$6,250 per dentist (Includes GST)
4 Day course

PM or PS – Fee: \$1,650 per dentist (Includes GST)
Single day or combined with P3

(All amounts in Australian Dollars)

All Fees are payable in two Payment Instalments – Listed Below

1. \$1000 booking deposit; and
2. Balance due four weeks prior to course commencement

Course fee includes:

- All clinical training
- Training manual for all techniques learnt, ie clinical photography workshop, marketing, case presentations, new patient examinations etc;
- Breakfast and lunch on both days, dinner (Thursday night of the second week) and certificate presentation on the final day.

All course fees are an investment in training that will provide every dentist with the opportunity to take their practice to a higher level of productivity and efficiency. Places are limited, so please book early (see availability below).

Past attendees have stated that they have recouped their investment within one month of returning to their practice. They have developed greater confidence in treatment planning, in delivery of aesthetic cases and have increased rates of case acceptance.

Attendee's Details

Name:

Extra staff member for PM

Dental Practice:

Practice Address:

Phone: Fax:

Email:.....

	Wk 1, Day 1 P1	Wk 1, Day 2 P2	Wk 2, Day 3 P1	Wk 2, Day 4 P2	Which Course?
P1 & P2	5 th March	6 th March	26 th March	27 th March	
P3 & PM & PS	2 nd April 2009	3 rd April 2009	23 rd April 2009	24 th April 2009	
P1 & P2	7 th May 2009	8 th May 2009	28 th May 2009	29 th May 2009	

Payment Details

Please make cheques payable to "CD Seminars"

Visa Master Card American Express (3% surcharge)

Card Name:

Card Number: _____ - _____ - _____ - _____ Expiry: ____ / ____

Security number: _____

Amount to charge:

- Deposit Only \$1,000
- P1 & P2 Full Fee \$5,850
- PM or PS Full Fee \$1,650
- P3 /PM/PS Full Fee \$6,250

Cancellation policy:

- | | |
|---|--------------------------|
| Cancellation two months prior: | Refund 100% of total fee |
| Cancellation one month prior: | Refund 50% of total fee |
| Cancellation less than one month prior: | Refund 0% of total fee |

Registration Form to be returned to:

CD Seminars, PO Box 6154, Chapel Street North, South Yarra, VIC, 3141
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