



20th June, 2010

Dear Colleague,

Since we last met at a lecture or training program, I trust your practice and your life have both been going well.

I am finishing this year an Exec MBA at Harvard and am presenting for my thesis an overview of Dental Practice growth and Successional Planning in dental practices.

Here at the DR Institute, we're taking a long-term look at how the GFC (Global Financial Crisis) has affected our profession, particularly cosmetic practices like yours. As a valued DR Institute graduate or C.D.Seminars attendee, your feedback is vital, so please take a couple of minutes to provide your responses to the following:

Has your practice grown during the GFC? Y [] N [] Same []

Has demand for cosmetic procedures: Increased? [] Decreased? [] Levelled? []

Over the last few years, have your skills kept pace with:

- Changes in materials? Y [] N []
Advances in clinical procedures? Y [] N []
Demands made by patients? Y [] N []

How has the mix of clinical delivery changed over the last few years?

- General Dentistry appointments% of my week
Cosmetic Dentistry appointments
-Anterior (crowns, veneers, implants)% of my week
-Posterior (crowns, inlays, implants)% of my week

Are you satisfied with the service from your labs? Y N

Do you have any concerns (from your lab perspective) with:

Delivery on time?

Communication with ceramists?

Occlusion?

Contact point?

Colour-matching?

Other?

Are there any staff management concerns in your practice? Y N

Please elaborate.....

Do you run a marketing program? Y N Internal External

Would you consider joining a national marketing program with other Institute graduates/ C D Seminar attendees to assist your practice growth?

Y N

Many thanks for your input. I look forward to sharing the findings with you shortly, along with our insights and the implications for your practice.

As I am inviting feedback from the 200-plus dentists who have attended our training programs over the years, I'm sure it will give you a valuable & competitive vision for the future direction of your practice.

Please return your response via:

- (a) Reply paid envelope (enclosed herewith)
- (b) Fax to: (03) 9826 2903
- (c) Log on to www.cdseminars.com click on "Attendee response – Survey"

Thanks again and regards,

Dr Derry Rogers,

Clinical Director,

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