THE MISSION OF THE SPECIALIST INSTITUTE IS TO FACILITATE UNPARALLELED IMPLANT PRACTICE GROWTH WHILE IMPROVING PATIENT OUTCOMES AND OVERCOMING EXISTING BARRIERS TO SUCCESS, FOR BOTH THE SURGICAL SPECIALIST AND THEIR REFERRING DENTISTS.

WE WILL EXPLORE NUMEROUS COMPONENTS OF SUCCESS INCLUDING:

- INCREASING REFERRALS TO YOUR OFFICE
- CONVERTING CONSULTS TO ACCEPTED CASES
- PROVIDING SURGERY IN LESS TIME AND FEWER VISITS WITHOUT COMPROMISING CLINICAL OUTCOMES
- PROVIDING TOOLS THAT WILL ALLOW SURGICAL SPECIALISTS TO INCREASE THE SUCCESS OF THEIR REFERRING OFFICES

MISSION STATEMENT

THE SPECIALIST INSTITUTE

While there are numerous clinical courses that can teach you to be better at placing implants, the Specialist Institute focuses on helping you place more implants.
The dental business environment is changing at a phenomenal pace. More general practitioners are providing surgical services, corporate dentistry is growing rapidly, technology changes daily, and insurance is putting increasing pressure on profitability. Specialists need smart strategies and effective tools to remain competitive and thrive in the surgical marketplace. In most instances, clinical competency is not the determining factor in creating practice success.

While there are numerous clinical courses that can teach you to be better at placing implants, the Specialist Institute focuses on helping you place more implants. Join Drs. Kanyon Keeney (OMS) and Mark Setter (Periodontist) as they present on topics ranging from leadership skills, case acceptance and referral development to proven clinical and administrative techniques that improve practice efficiency and profitability. Prepare for tomorrow’s business practice challenges and a profitable future at the Specialist Institute.
Dr. Kanyon R. Keeney obtained a BS from the University of Connecticut, graduated with honors at the Medical College of Virginia, and completed his surgery residency at the University of Pennsylvania. He maintains a practice in Oral and Maxillofacial Surgery with a sole concentration in implant surgery and bone regeneration. He is a frequent speaker and instructor at the local, national, and international level. He has several publications and is heavily involved in research and beta testing of implant surgery products and techniques. He is a Diplomate with the American Board of Oral and Maxillofacial Surgery, a Fellow and Diplomate in the International Congress of Oral Implantology, and a Fellow in the American College of Oral and Maxillofacial Surgery.

Dr. Mark K. Setter is a graduate of the University of Michigan, with a degree in Dentistry and a Masters Degree in Periodontics. He is also a Graduate of the Misch International Implant Institute. Presently, Dr. Setter is on the Faculty of the University of Michigan, is on the Adjunct Faculty of Temple University, and is on the Faculty of the Misch International Implant Institute. Dr. Setter is a Fellow of the International College of Oral Implantologists and is a Fellow of the International College of Dentists. Dr. Setter runs a multi million dollar practice limited to Periodontics in Port Huron, Michigan, a city of about 40 thousand people. One of the largest periodontal practice consulting firms in the country stated that Dr. Setter’s practice has among the highest case acceptance of their more than 800 clients. Dr. Setter has lectured to State, National and International audiences on topics related to Dental Practice Management and Implant Prosthetics.

The program at Session One builds upon a foundation of proven leadership skills and customer service excellence, leading into referral management systems, and referral marketing. Clinical efficiency, scheduling, minimizing complications and office management are also included in the first session. Session Two details team development and utilization, case acceptance systems, proactive management and problem solving techniques. This session is designed for both the doctor and staff members to attend.

KANYON R. KEENEY, DDS
Dr. Kanyon R. Keeney obtained a BS from the University of Connecticut, graduated with honors at the Medical College of Virginia, and completed his surgery residency at the University of Pennsylvania. He maintains a practice in Oral and Maxillofacial Surgery with a sole concentration in implant surgery and bone regeneration. He is a frequent speaker and instructor at the local, national, and international level. He has several publications and is heavily involved in research and beta testing of implant surgery products and techniques. He is a Diplomate with the American Board of Oral and Maxillofacial Surgery, a Fellow and Diplomate in the International Congress of Oral Implantology, and a Fellow in the American College of Oral and Maxillofacial Surgery.

MARK K. SETTER, DDS, MS
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Developing a Solid Foundation

• Developing one year, five year and long term goals for you and your implant practice
• Conducting a SWOT analysis to achieve your goals
• What do unusually successful businesses & people have in common? Learn about WHY & APPEAL

Brand Yourself: When They Think Implants, They Should Think of You!

• Who are your customers? Referring offices? Patients? Non-referring offices?
• What is it that they want? For their patients? For their office? For the profession?
• Create customer allegiance and increase doctor referrals by exceeding expectations and adding value
• Marketing to referring doctors

Managing Your Referral Doctors

• Classifying offices by skill level, referral levels and practice philosophy
• Developing office-specific treatment approaches and communications

Exceeding Patient Expectations

• The top five reasons patients choose a dentist
• How you can get patients to speak highly about you and your office

Excellence in Case Acceptance Systems

• Specialty-level interpersonal skills to maximize referrals and case acceptance
• The Top Practices in the country have excellence in their Case Acceptance Systems – You can too.

Communication

• Knowledge about communication and skills in communication are not the same thing
• Develop skills that will increase your appeal and get people to do what you want them to

In order to become the implant surgeon of choice for your referral base, it is imperative to first have your office working at utmost efficiency in clinical care, patient satisfaction and referral satisfaction. The process of taking your practice to the next level and having sustainability in achieving higher levels of success must start at the center, with you.

Start from the Center & Work Out

Success in a Dental Specialty practice can be defined by treating the highest volume of patients in the most efficient way possible with little to no complications. The most efficient delivery of quality patient care benefits both referring offices and the specialty practice, and is crucial to achieving increased patient volume.

Congratulations! You have the Cases, Now Maximize Your Profits & Clinical Success

Prosthetics for the Surgeon

• Knowing the prosthetic goals and options from the start
• Know the parts, pieces and the process
• Provisionalization – single tooth to full arch fixed – when you should and shouldn’t

Efficient Surgery

• Perform your surgeries in less visits
• Full arch case success – the good, the bad, and the ugly
• When guided surgery does and doesn’t make sense
• Immediate placement in sockets including molars
• The “combination surgery”, grafting hard and soft tissue with placement
• Deliver the anterior implant “impression ready” to your referring doctor
• Soft tissue development – during immediate placement or at uncover

Efficient Grafting for Clinical and Business Success

• Seeing beyond the hype: The true fundamentals of successful grafting
• Which graft, membrane and biologic enhancer is the best?
• Here’s the defect, now which grafting technique is the best?
• Grafting success in fewer office visits
• Soft tissue grafting: When, where, why and how!

Complications

• The most common complications can be prevented
• Treatment of complications
• Verbal tools to reduce the damage
Building the Implant Team: Leadership

The most successful implant practices exceed clinical success by emphasizing excellence throughout the entire patient experience. Quality and enthusiasm of the dental team are the most valuable assets of a dental office; especially in Specialty practices where you only have a few appointments to secure patient engagement and allegiance. Establishing robust communication and operational systems amongst the team to enhance the patient experience is crucial to the success of the Specialty practice and differentiating yourself from the competition.

BUILDING A REAL DENTAL TEAM – THE DOCTORS
• How to get people to work with you instead of work for you
• One for all and all for one
• The jobs and descriptions a specialty office needs when the numbers get higher

BUILDING A REAL DENTAL TEAM – THE TEAM MEMBERS
• Who pays you?
• What makes you exceptional at your job?
• Communication as they want to hear it

CUSTOMER SATISFACTION IS NOT CUSTOMER ENTHUSIASM – TEAM MEMBER BREAKOUT
• The office aura and culture
• Customer service
• The new patient experience

LEADERSHIP GETTING PEOPLE TO FOLLOW YOU – DOCTOR BREAKOUT
• What makes a team and how do you motivate them?
• How do you get the team to problem solve to reduce doctor stress and free up time?
• How do you develop an office culture as opposed to standard operating procedures?
• The best leader allows others to become leaders
• The issue of “Why”
• Developing a Vision Statement

USING THE TEAM TO DEVELOP THE OFFICE
• The principles of office growth
• Developing a plan for success
• Developing your own plan with your team
DISCOVER NAPLES

NAPLES GRANDE BEACH RESORT
475 SEAGATE DRIVE • NAPLES, FLORIDA 34103

A warm, effortless level of hospitality greets you at Naples Grande Beach Resort. This inviting beach property sets the standard for treating guests and families to endless activities, incredible nearby sights, and an unmatched level of service and attention. The resort received the 2016 TripAdvisor Certificate of Excellence Award. This honor is awarded to establishments that achieve outstanding traveler reviews on TripAdvisor, the world’s largest travel site. Discover what makes Naples Grande a standout among hotels in Naples, Florida.
REGISTRATION

Name: ____________________________________________________ Check one: □ Oral Surgeon □ Periodontist

Address: _________________________________________________________________________________________________

City: _______________________________________________ St: ____________________ Zip: _____________________

Phone: _________________________ Fax: _______________________ Email: ____________________________________

Staff name(s) (if applicable): ______________________________________________________________________________

TUITION:

□ SESSION 1, Clinicians September 15-17, 2017 (____) x $2,995

□ SESSION 2, Clinician attendees October 14-15, 2017 (____) x $1,995

□ Staff attendees (Session 2 only) (____) x $695

TOTAL TUITION: $______________

PAYMENT

□ Visa □ MasterCard □ Check (enclosed, payable to Specialist Institute)

Card Number: _____________________________________ Expiration: _____________ Security Code: ______________

Billing Address: ________________________________________________________________________________________

Cardholder Name: ______________________________________ Signature: _____________________________________

FOR MORE INFORMATION:

Oral Reconstruction Foundation
Attn: Sarah Henderson
2300 Riverchase Center
Birmingham, AL 35244
Tel: 205.986.7989
Fax: 205.484.2152
sarah.henderson@orfoundation.org

TO REGISTER:

Mail, fax or email registration form to:

Oral Reconstruction Foundation
Attn: Sarah Henderson
2300 Riverchase Center
Birmingham, AL 35244
Fax: 205.484.2152
sarah.henderson@orfoundation.org

Online: www.specialistinstitute.com

Hear What They Are Saying!

What would you want to tell other surgical specialists about this program?

“Nothing… It is too good to share.”

“Finally a course just for specialists!!! Unlike any other course, teaches more about how to successfully run a business than just to be a better clinician”

“A Must Go!”

“Get ready to change the way you work!”

“The Best Course I have ever been to!”

“If they are a competitor, I would say ‘Don’t Go.’ But if they aren’t, I would say ‘You can’t afford not to attend.’”

What other comments would you make?

“First time I have ever been to a course and listened to the entire lecture, very energetic!”

“Every DDS needs this info.”

“This is a practice changing course!”

“I Love This Course!”

“You guys are ROCK STARS!”

“Thank you for empowering me to be a better leader.”

Call Sarah at 205.986.7989 to register today!

Approved PACE Program Provider FAGD/MAGD Credit Approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement. 6/1/2016 to 5/31/2020. Provider ID# 219038.

Cancellation policy: Cancellations must be received at least 15 days prior to the course to receive a refund. Cancellations received with less than 15 days forfeit the fee. Specialist Institute reserves the right to program cancellation if attendance is insufficient. Participants will be notified if a program is cancelled or rescheduled 15 days prior to the course date. In any event, Specialist Institute will not be responsible or liable for expenses incurred by the registrant.