

Making it easy for patients to say **YES!**

STRATEGIES FOR BUILDING A PROSPEROUS PRACTICE

This seminar is specifically designed for general dentists and specialists who work together treating complex care patients.

Topics include:

- ***Diagnosing patients readiness for treatment***

This seminar highlights the four essential conversations that you must have to understand how patient readiness influences your case presentation.

- ***Discovering your patients budget for dental care***

The most common obstacle patients have to accepting treatment recommendations is money. As part of this seminar you'll learn how your treatment plan must fit in to the patient's budget.

- ***Knowing when to educate a patient and when to stop***

Some patients respond well to patient education. For others it may chase them out the door. You'll learn how to make your treatment recommendations without sounding like a salesman.

Your presenter:

Dr. Paul Homoly, CSP, has created the most successful and innovative processes for prosperity in dentistry today. He provides his case acceptance training in a series of lectures, books and DVD's.

With over 20 years clinical experience, Paul's training is crucial to solving your real-world patient management challenges for specialists and general dentists.

Date: Tuesday, May 18, 2010

Time: Registration and light dinner, 5:30 pm – 6:15 pm
Lecture, 6:30 pm – 8:30 pm

Location: Straumann USA
60 Minuteman Road
Andover, MA 01810

***As a special thank you, each attendee will receive a free gift
that is sure to have a positive impact on your patient acceptance.***

Please RSVP by Tuesday, May 4, 2010

Christiana Mihalakopoulos, Education Coordinator • Fax: 978-747-0031 • Phone: 978-747-2733

