

# Middlesex County Dental Society

## PRESENTS

**Creating the Successful Cosmetic Practice ....Dr. Dick Barnes**  
 Wednesday October 16, 2002

**Positioning Your Practice for Profit .....Dr. Charles Blair**  
 Wednesday November 20, 2002

**Case Acceptance for Complete Dentistry.....Dr. Paul Homoly**  
 Wednesday April 16, 2003

**Time:** 7:30 - 8:30 am                      Registration & Continental Breakfast  
 8:30 am - 1:30 pm                              Lecture Program

**Place:** The Clarion Hotel Rte.27 Edison, NJ

**Cost:** Free for MCDS members    -- Staff \$10/pp

**Cost:** NJDA members \$50/seminar    -- Staff \$25/pp  
 Non-members    \$150/seminar    ---Staff \$50/pp

These programs expand upon the information that will be presented at our monthly  
 Tuesday membership meeting

+++++

### REGISTRATION FORM

**Office Name** .....

**Office Address** .....

**Office Phone #** ..... **Office Fax #**.....

Return by mail to: (checks payable to Middlesex County Dental Society) **5 CEU credits per program**

**MIDDLESEX COUNTY DENTAL SOCIETY**

**P.O. Box 7026 East Brunswick NJ 08816**

**MCDS OFFICE:** (732) 238-1255

**MCDS FAX:** (732) 390-2332

Only fax back this registration form if there is no fee due

<u>Name</u>	<u>Title</u>	<b>Dr Dick Barnes</b> Oct 16	<b>Dr. Blair</b> Nov 20	<b>Dr. Paul Homoly</b> April 16, 2003
_____	_____	*	*	*
_____	_____	*	*	*
_____	_____	*	*	*
_____	_____	*	*	*
<i>Use reverse side for additional names</i>				
<b>Total</b>		\$ _____	\$ _____	\$ _____

1. **Creating the Successful Cosmetic Practice ...Dr. Dick Barnes**  
**October 16, 2002, Wednesday morning @ the Clarion Hotel Edison, NJ**

Dr. Dick Barnes believes that all dentists should enjoy their profession, but has found over the years that many are frustrated. In his quest to assist dentists in achieving the success and enjoyment they deserve, he has inspired a program that has helped thousands of dentists enjoy financial security, professional advancement and patient satisfaction.

Dr. Barnes 'down to earth' approach to marketing dentistry and his common sense motivational techniques provide consistent increases in income and patient flow. Specifically, the Dick Barnes technique gives dentists a chance to view new perspectives on their practice. By concentrating on simple yet proven ways to motivate patients and staff, Dr. Barnes offers easily implemented changes that will increase production and actually decrease stress and hours at work. Dentists spend much time learning the skills of various phases of dentistry only to become frustrated when patients say "No" to the needed treatment. Dick teaches you a technique in case presentation in which the patients say "YES" every time.

Convincing a patient to have the care he or she needs is a basic part of Dentistry. Your technical skill and knowledge may not be enough to allow you to be a patient motivator. Dr. Barnes can help you gain the capability of helping your patients want and accept your treatment plan every time. No one can promise you success without hard work. However, Dick Barnes can promise unequivocally that you can learn to work smarter so your hard work pays off the way you want it to!!!

- Diagnosis appointment and charting
- Implementing a proven structure designed to increase retention of new patients
- Creating desire for Cosmetic Dentistry
- The latest in cosmetic restorations including preparation techniques

2. **Positioning Your Practice for Profit .....Dr. Charles Blair**  
**Nov. 20, 2002, Wednesday morning @ the Clarion Hotel Edison, NJ**

Are you working "in" your practice rather than "on it"? Doctor and staff should spend the time necessary to grasp the business side of your practice. Analyze your practice from a business perspective and take solid steps toward increasing profitability.

Most dentists are "cost-based" rather than "revenue savvy". Learn how to see the *big picture*. In addition, fee profiling, procedure mix enhancement, new financing options, scheduling, and hygiene department strategies will also be explored. Strategies, ideas and valuable "pearls" will be covered that are easily implemented and understood.

Broken appointments are often the "economic killer" of a practice, but they can be greatly diminished with the ideas presented. Tax laws encourage keeping up with the newest technology and equipment—are you and your CPA up to date? Strengthen the knowledge of your entire team – **now is the time to take specific, proven and profitable actions** concerning your practice for the future

Dr. Charles Blair is the co-editor of the tax column for DENTAL ECONOMICS magazine.

3. **Case Acceptance for Complete Dentistry.....Dr. Paul Homoly**  
**April 16, 2003, Wednesday morning @ the Clarion Hotel Edison, NJ**

*Isn't It Wonderful When Patients Say "YES"* is for dental teams who want better case acceptance for Complete Dentistry –Cosmetic, Implant and Restorative. Case Acceptance for Complete Dentistry is the heart of successful practices. Without it, nothing happens: with it everything is possible. This seminar will **Light Your Fire**.

**5 CEU credits** will be awarded to those attending each of these 5-hour seminars

These seminars are available to our **members** as a member benefit of MCDS

Questions regarding these exciting programs?

**Contact Marlene; Middlesex County Dental Society Exec. Secretary at 732-238-1255**