



# Middlesex County Dental Society

## Full Day CE Program 7 CEUs

Dr. Mark Setter

“Happier Patients and a Healthier Practice”



Open to Doctors and Staff  
Wednesday, April 17, 2013

8 am to 4 pm

Dr. Setter graduated from the University of Michigan with a DDS and a Master’s Degree in Periodontics. He has had a private practice Limited to Periodontics in Port Huron since 1981, with a focus on dental implantology. Dr. Setter is on the faculty of the Misch International Implant Institute, as well as on the faculty of The University of Michigan School of Dentistry and Temple University School of Dentistry. Dr. Setter has been invited to lecture at state, national and international meetings on topics related to Dental Practice Management and Dental Implant Prosthetics.

The more assumptions any business makes, the less success that business will have. Real, factual information is more difficult to get, but results in amazingly higher success. Our dental offices make a wide range of assumptions, each lowering our success potential. What assumptions are patients making when they visit our offices? What assumptions are we making about our patients? What are their thoughts about dental insurance? What examination features are consistently included in your periodic examinations?

Exceptional practices that desire to get exceptional results need to have the people and systems in place to break-down the assumptions patients have when visiting the dental office and the assumptions within our offices. The key is having consistent systems, consistent diagnosis criteria, excellent verbal skills and impressive customer service that will assure your patient’s willingness to invest in their own dental health. This program will start with the first phone call to the office and go through to the case presentation, identifying where invalid assumptions can occur. The entire dental team must learn the steps involved in turning untreated dental issues into wanted and needed services. This program is the most direct path to getting your office to take the potential treatment that is in your file cabinet and make it treatment that is in your schedule. Your entire office team needs to participate in this program.

### Registration Form

\_\_\_\_\_  
Doctor’s Name (Last) (First)

\_\_\_\_\_  
Address

\_\_\_\_\_  
City State Zip

\_\_\_\_\_  
Office Telephone Number Fax Number

Non-Dentist Staff Members:

\_\_\_\_\_  
Name

\_\_\_\_\_  
Name

\_\_\_\_\_  
Name

\_\_\_\_\_  
Name

\_\_\_\_\_  
Name

### Registration Fees:

Dentists:

- MCDS Members/Residents: ..... \$90 / \$115 ea\*
- NYSDA Members (2nd District) ..... \$90 / \$115 ea\*
- NJDA Members (other than above) ..... \$125 / \$160 ea\*
- NJDA Non-Members: ..... \$250 / \$285 ea\*

Staff (non-dentists):

- MCDS: ..... \$85 per staff member
- NYSDA Members (2nd District): .. \$85 per staff member
- All other NJDA: ..... \$100 per staff member
- NJDA Non-Members: ..... \$150 per staff member

Total Enclosed: \$ \_\_\_\_\_

\* Early/Late registration cutoff date: **March 15, 2013**

Checks Payable to MCDS (Payment must accompany registration)

Mail to: Middlesex County Dental Society  
P.O. Box 7026, East Brunswick, NJ 08816  
Registration for all courses starts at 7:30 a.m.

All programs to take place at the Pines Manor in Edison, NJ

Continental Breakfast and Lunch Included

For further information call 732-238-1255 or visit

[www.MCDSofNJ.org](http://www.MCDSofNJ.org)

To register more than one dentist for your office, please use copies of this form, or register online at [www.MCDSofNJ.org](http://www.MCDSofNJ.org)