



FRIDAY, AUGUST 5, 2011
DIMOND CENTER HOTEL
REGISTRATION 8:30 AM
CE EVENT 9 AM - 4:30 PM

PRESENTED BY
MARK MURPHY, DDS, FAGD
*"Growth and Planning Strategies
to Improve Your Practice" and
"Simplifying the Complex Case"*

7 CE Credits - Doctor \$150, Staff \$99

TO REGISTER CALL CASTABLE CERAMICS
(907) 258-0165

*Early Bird Special - Sign up by July 15 and
receive 1,000 Bonus Alaska Airlines Miles*

**GROWTH AND PLANNING STRATEGIES
TO IMPROVE YOUR PRACTICE**

Half Day Team Lecture & Exercises

Understanding and applying sound business principles, strategies and metrics will help you and your team; Retain More Patients, Improve Case Acceptance and Maximize New Patient Referrals. Mark's practice management expertise as Lead Faculty for Mercer Advisors and 25 years of involvement with the Pankey Institute make this a unique learning opportunity. This workshop will utilize lecture, group and individual exercises for team and self development, easy spread sheets to evaluate gaps, a survey of behavioral choices to close those gaps and various take home training constructs to use with your staff.

Improving your practice means doing more of the dentistry you know your patients need, having less stress and being in absolute balance; clinically, financially and behaviorally.

By clarifying our practice vision and implementing strategies that reflect team professional and personal goals, we can lead more stress free and fulfilling lives.

SIMPLIFYING THE COMPLEX CASE

Half Day Clinical Team Lecture

Complex treatment planning and the resulting restorative procedures can be made more simple and predictable. By understanding the habits of excellent clinical dental teams and how they apply their knowledge we can develop predictable solutions to complex cases. Occlusion, sequencing, preparation design, provisionalization, shade communication, risk assessment, and other such steps will help us systematize the processes and protocols. You will be able to evaluate and solve more of the challenging treatment plans that present regularly in practices today. Mark will show techniques and cases that illustrate these simplifiers. Risk Assessment and an Evidence Based approach to treatment selection, planning and presentation will be emphasized.



Dr. Mark Murphy is owner of Funktional Consulting and the Lead Faculty for Mercer Advisors in Scottsdale, AZ. He has served on the Visiting Faculty of the Pankey Institute for Advance Dental Education since 1991 and lectures in North America on Leadership, Practice Management, Philosophy, Communication, Case Acceptance, Overdenture Implants, Occlusion, Minimally Invasive Veneers and TMD. He is an exciting and very entertaining speaker, blending humor and anecdotes with current research and information that you can take home and use tomorrow.