



Exciting CE Opportunities This Month!

We have updated the latest community calendar and hope you will join the Dental Pros in some great CE courses this fall. We will be in Sedona for the AzDA Fall Regional Conference. We hope to see on Friday, September 16, at the course on **Successful Occlusion: Simplified for the Everyday Practice**. This six CE course will be presented by Dr. Alexander Carroll, DDS, MBA.



We are also working on another January kick off meeting and would love any ideas or feedback on course topics and presenters. Last year we had over 200 participants enJOY the course presented by Joy Millis, and we want to keep up the momentum!

Also, if you would like a more personalized CE course tailored to your practice's individual needs, please contact Josh Anderson at (520) 722-4484 and he can provide a list of available 1-CE lunch and learn topics...and the lunch is on us!

As always, we are grateful for the opportunity to serve you and your clients!

Make it a great September!

Andy

P.S. Thank you for allowing us to communicate via email. Email saves time and resources. If you are holding this as a paper mailing, we would love to add you to the Dental Pros email list. Please call us at (520) 722-4484 or email us at dentalpros@dptucson.com.

Click the link below for a great story to share with your patients.

[ABC News Link](#)



[Check us out online!](#)

We can't Manage what we can't Measure!

Mark T Murphy DDS

The challenge is that our behaviors ultimately determine our results. It is like looking in a rear view mirror when we reflect back on the year or the quarter or even the month and see what we HAVE done....it is past and there is nothing we can do to impact the results.....all our actions that COULD impact that timeframe are over. If we choose the right behaviors....and monitor them, we can impact results pro-actively. If we keep on doing the same things over and over expecting a different result....that was Einstein's definition of insanity.



In our next article we will focus on how to close those gaps. We will discuss:

- MEASURING being complete with re-care appointments
- PRE-APPOINTING individually
- CONFIRMING today's appointment with a relationship
- BUILDING VALUE for the next appointment
- CELEBRATING something with them
- INTRA-ORAL camera use

If we looked at the business of dentistry for a moment as if we were doing a case study in an MBA program...we would look for gaps that provided opportunities to improve performance. Our patients' value to us is really driven by three measurable things.....1) How well they maintain their re-care appointments with us over the years. 2) How well they accept our treatment planning recommendations. And 3) How many other people they refer to our practice.

If we focus on ways to measure and therefore manage each of these we can make small easy improvements or nudges that can yield HUGE results. Hygiene Retention is a great first step.

Dental Pros Community Calendar

September 2011

14-Pima Dental Study Club-The Use of All on Four technique for Immediate Fixed Teeth-Dr. Howard Steinberg, DMD, MDS-6p Registration & 6:30p Dinner Meeting-Hacienda del Sol Guest Ranch-2CE

16 & 17-AzDA Fall Conference in Sedona, AZ Enchantment Resort-Dental Prosthetics is sponsoring the Friday course. Successful Occlusion: Simplified for the Everyday Practice-Alexander Carroll DDS, MBA-9:00a to 4:30p (6 CEUs)-DP Techs will be onsite to meet you and to answer lab-related questions!

22-Tucson Advanced Dental Study Club-His Fixes and Failures-Dr. Howard Steinberg-6:45p at Windmill Inn-2 CE

October 2011

7-El Conquistador Golf and CE Getaway-A.M: Infection Prevention and Risk Management (3 CE)-P.M.: 3D Digital Radiography in Dentistry Today (3 CE)-Visit www.dentalprostheticsinc.com for copy of flyer.

November 2011

3-ADDPA Regional Meeting & Dinner-Tucson Country Club-5:30p-The Key Essentials of a Successful Practice

10-Temporization and Impression Taking-2 CE-at Dental Prosthetics-Flyer to be mailed next week

TBA-Implant Solutions for Edentulous Mandible-3 CE-Dr. Tim Silegy, DDS (Featured several times on ABC's Extreme Makeover)-At Dental Prosthetics, Inc.

TBA-Predictable Bone Graft Techniques for the General Dentist- 3 CE-Dr. Tim Silegy, DDS (Featured several times on ABC's Extreme Makeover)-At Dental Prosthetics, Inc.-8:30a - 11:30a-Continental Breakfast Provided-Free Tuition thanks to Zimmer-Please RSVP at Dental Prosthetics

**Please contact us at (520) 722-4484
with any questions regarding events, to make changes,
or to add an event to this calendar.
Thank you!**

Contact Information

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