



Building the Successful, **NOT** Stressful, Practice

Have you asked yourself any of the following questions recently?

- Why does my practice feel so hectic at times?
- What can I do, that I haven't already, to allow my practice to grow and thrive?
- How can I find the time to make changes when my schedule is already so full?
- How can I make sustainable improvements and get buy-in from my team?
- What is the best way to cultivate a successful and fulfilled staff team?
- How can I be a better manager?

If these questions sound familiar, then join Dr. Rick Steedle for a two-day seminar which has the potential to transform your practice and change your life.

Course Objectives

After completing this course participants will have an in-depth understanding of:

- How to make significant and lasting improvements in the operation of your practice
- How to develop and maintain a harmonious high-performance team

Join Dr. Rick Steedle
for a two-day
seminar which
has the potential
to transform your
practice and
change your life.

"Dr. Steedle knows his stuff—period! I've never heard a better presentation about practice management, marketing and efficiencies from any other lecturer or teacher in the entire field of Orthodontics—bar none."

Dr. William W. Thomas
Poway, CA

About the Seminar

Course Outline:

Day One—Improving Practice Systems

Making significant and lasting improvements to the operation of your practice.

Although there are many ways to operate an orthodontic practice, all the exceptional methods of operation become, and remain, successful by:

1. Choosing the Right Direction

Exceptional practices strive to do four fundamental things remarkably well. Dr. Steedle will describe the four cornerstones of an exceptional practice and how they can help you decide what to do to take your practice to another level.

2. Focusing on the Right Priorities

Exceptional practices commit to continuous improvement in the areas that are most important. You will learn the two key questions you must ask to stay focused on those areas that have the greatest impact on making your practice even better.

3. Using the Right Strategy and Taking the Right Actions

Exceptional practices have an effective process for making significant changes, not simply by solving problems, but rather by developing highly effective systems to consistently achieve outstanding results. You will discover the five necessary steps needed to make significant and lasting changes to your practice.

Day Two—Building an All-Star Team

Developing a high-performance team for your practice.

1. The Three Stages of Team Development

A staff team usually passes through three developmental stages on their way to becoming a harmonious, high-performance team. During this course you will learn how to identify which stage you are in, and what steps to take to have a happier and more productive office.

2. Overcoming the Five Frustrations of Managing Staff

Successfully managing staff can be one of the most critical and stress-inducing aspects of running a private practice. Staffing issues can take many forms but, fortunately, nearly every staff problem can be classified into one of the “Five Frustrations”. You will learn how to eliminate these five personal and interpersonal problems in your practice, dramatically improving the way everyone works together.

3. Cultivating a Strong Staff Team

To thrive in today’s environment, you need a strong team that is trained to utilize the latest technologies. But how do you foster growth in your existing staff to cultivate the best team possible? What is the best way to recognize personnel gaps and identify the right people to grow your practice? Dr. Steedle will provide you with guiding principles that clarify how to hire the right people, and to modify or strengthen your existing staff. These concepts will transform your staff team into a powerful force, imperative to the success of your practice.

About the Instructor



J. Richard Steedle, D.M.D., MEd., MS

Dr. Rick Steedle received his dental degree with honors from the University of Pennsylvania while concurrently completing a Masters Degree in Dental Education. He received his Masters Degree in Orthodontics at The University of North Carolina (UNC) at Chapel Hill where he was awarded the Morehead Fellowship in Post-Graduate Dentistry as well as a National Institutes of Health research training fellowship.

Dr. Steedle served on the faculty of the Wake Forest University’s School of Medicine, Department of Dentistry before entering into private practice in Winston-Salem, NC for the next 20 years. In 2005, he became a faculty member at the Department of Orthodontics at UNC. He has since developed a three-year curriculum in Practice Management for the residents at UNC which now has one of the most comprehensive Practice Management residency courses in the country.

Dr. Steedle’s *Leading Your All-Star Team* workbook, a comprehensive guide to transforming your team and your practice, will be available in late 2011.

Registration Information

Seminar: Building the Successful, **NOT** Stressful, Practice

CE Credits: 16 credits

Course Code: Carlsbad STEE3A11
New York STEE3B11

Tuition: \$995 per course*

Dates and Locations:

October 14-15, 2011 Carlsbad, CA
November 4-5, 2011 New York, NY

Time: 8:00 a.m. - 5:00 p.m.

Register online

at HenryScheinDSG.com
or call 888.994.7374

ENROLL EARLY TO ENSURE A SEAT!



Register online now for this and
other seminars we offer at
HenryScheinDSG.com
or call us for more information at
888.994.7374


Support for this activity generously provided by
Henry Schein Dental Specialties Group.

This program offers 16 FAGD/MAGD credit hours per course to all participants.

*For terms and conditions contact 888.994.7374.

 **HENRY SCHEIN**[®]
DENTAL SPECIALTIES GROUP

 **ORTHO**[®]
Organizers


Academy
of General Dentistry
PACE
Program Approval for
Continuing Education
Approved PACE Program Provider
FAGD/MAGD Credit Approval does
not imply acceptance by a state or
provincial board of dentistry or AGD
endorsement. 6/1/2011 to 5/31/2015
Provider ID#208344

ADA CERP[®] | Continuing Education
Recognition Program
Henry Schein Dental Specialties Group is an ADA CERP Recognized Provider



Building the Successful, NOT Stressful, Practice

by Dr. Richard Steedle

October 14-15, 2011
Carlsbad, CA

November 4-5, 2011
New York, NY

HENRY SCHEIN®

DENTAL SPECIALTIES GROUP

1822 Aston Avenue, Carlsbad, CA 92008

Ph: 888.994.7374 / Fx: 760.448.8612

HenryScheinDSG.com

PRSR STD
U.S. POSTAGE
PAID
PERMIT # 475
ESCONDIDO, CA



Approved PACE Program Provider
FAGD/MAGD Credit Approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement. 6/1/2011 to 5/31/2015
Provider ID#208344

ADA CER-P® | Continuing Education Recognition Program
Henry Schein Dental Specialties Group is an ADA CER-P Recognized Provider

HENRY SCHEIN® DENTAL SPECIALTIES GROUP

October 14-15, 2011
Carlsbad, CA
November 4-5, 2011
New York, NY

by Dr. Richard Steedle

Building the Successful, NOT Stressful, Practice

Henry Schein Dental Specialties Group Presents:

