

Comprehensive programs for the dental team!



Case Acceptance BOOT CAMP!

Program Audience: Dentists, Clinical Team, Business Team

Presented by Anita Jupp and LeeAnn Shipowick

March 5-6, 2010 - Toronto | March 19-20, 2010 - Calgary

Program fee per person \$995

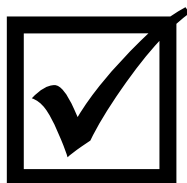
Get ready to increase your case acceptance and revenue levels! Our Case Acceptance Boot Camp will help you and your team to build a successful and profitable people practice.

Program Objective: To create strong patient relationships, increase patient education and case acceptance levels in practice. This program promotes positive patient care and increased revenue.

Topics for Discussion (full details online):

- Team communication, guidelines and accountability
- Tracking treatment: Where are you losing money?
- Patient education is a team effort
- Training your entire team to "talk dentistry"
- Introducing new products and services
- Getting a handle on new technology and making it work for you
- Intra-oral cameras - Are you using yours?
- Why patients say no to treatment
- Maximize case acceptance: They need it but do they want it?
- Overcoming objections to case acceptance
- Sharpen your presentation skills
- PowerPoint presentations
- Enthusiastically presenting treatment and fees
- Help patients to maximize their insurance benefits
- Documentation: Protecting your practice
- Follow-up to maximize case acceptance

Join Anita Jupp and LeeAnn Shipowick for a comprehensive two day program that will transform (upwards!) your case acceptance levels. When comprehensive case acceptance levels rise, so do practice revenues. This program will help you and your team to develop the communication skills needed for professional and educational presentations to patients.



**Register now to reserve
your space!**

NEW for 2010!

Registration & Information

Melanie McGlynn
Continuing Education Coordinator
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1-888-239-9908

Advanced Dental Education Institute
1150 Blair Road, 2nd Floor
Burlington, Ontario L7M 3T4
Phone: (905) 336-3662
Fax: (905) 336-3712

Program Date & Location:

March 5-6, 2010 - Toronto
Four Points by Sheraton Toronto Airport,
6257 Airport Road,
Mississauga, Ontario

March 19-20, 2010 - Calgary
Hilton Garden Inn Calgary Airport
2335 Pegasus Road, N.E.,
Calgary, Alberta

Registration Fee:

\$995 CDN per person. Travel & accommodation are not included in registration fees.

CE Credits

CE Credits (12 hours) are available. We provide a verification notice for each program.

Cancellation Policy:

Cancellations 21 days prior to the seminar date are subject to a 20% administration fee (no exceptions). Cancellations less than 14 days prior to the seminar date are subject to a 50% administration fee (no exceptions). Refunds will not be issued for non-attendance.

Increased case acceptance =
Increased revenue



Call 1.888.239.9908 to register or register online at www.learndental.com

Vision - Expertise - Profitability

LeeAnn Shipowick, B.Sc., RDH **Dental Consultant & Lecturer**

LeeAnn Shipowick represents the “new wave of dental hygiene” with her unique ideas for promoting total body health in the hygiene department. She is a motivator of people and excels in creating enthusiasm for dentistry. LeeAnn’s natural gifts lie in design and image management. LeeAnn began her own image consulting business with an emphasis on design, special events and marketing. She worked with many medical and dental practices to create a new “look” and consult with them on image and marketing programs.

LeeAnn graduated from Loma Linda University with a Bachelor of Science degree in Dental Hygiene with a Speech Communications emphasis. She began her career in private practice and community health as a dental hygienist and practice business manager. LeeAnn has also worked in public dental health, using her design and PR skills to create interactive presentations for schools. She also worked as the administrator of a large dental practice for many years in addition to consulting with other dental clinics to increase revenue and build their patient base.

In addition to practice coaching and consulting, LeeAnn presents lectures at dental hygiene schools and periodontal study clubs.

LeeAnn has lectured internationally as well as in North America.

Anita Jupp **Dental Consultant & Lecturer**

Anita Jupp, one of international dentistry’s most sought after practice management speakers.

Nowhere will you see the principles of teamwork, technology, patient education, motivation, communication, patient services and marketing illustrated with more humour and flair than at an Anita Jupp program. Her lecture schedule includes programs hosted by many of the world’s leading dental associations in Canada, the US, UK, Caribbean, Hawaii, Hong Kong, Malaysia, Singapore, Singapore, Korea, Australia, Spain, Sweden, India, Iceland and Greece. Anita was a featured speaker at the American Dental Association session in Philadelphia 2005.

Anita entertains as she educates, leaving audiences enthusiastic and highly motivated about achieving greater levels of success in their professional and personal lives. She is an energetic and practical presenter, transforming employees into “a team” striving to achieve excellence. At the heart of her presentations is Anita’s overwhelming belief in people’s abilities.

Anita is the recipient of a Fellowship Award, presented to her by the International Academy of Dental-Facial Esthetics which represents her outstanding contribution to business management in the international dental community.

Anita’s articles have been featured in many of the leading dental journals worldwide. She has written four books and has developed a series of training tools on CDs and CD-ROM. Anita opened the ADEI - Canada’s first Advanced Dental Education Institute with training workshops for the entire team. As a global practice coach, Anita works with dental professionals, renewing their self-confidence and arming them with the latest tools and fresh insights to achieve success.

Anita was a featured guest at the Las Vegas Institute for Advanced Dental Studies for over a year.



LeeAnn Shipowick



Anita Jupp

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Promoting quality
continuing education
in dentistry

