

Excellent Programs
Exceptional Savings
Membership Value for You!



Exclusive Savings
and Discounts for
AzDA Members

2011
AzDA Services Catalogue

THERE'S A REASON WHY...

AzDA Services Selected ProSites®

Endorsed by
AzDA
Services



“After reviewing numerous dental website design firms, ProSites stood out as the obvious leader. Their technology is truly amazing.”

Dr. John Biddulph
President, AzDA Services, Inc.

- **Superior Designs**

Impressive, high-quality website designs convey a professional image of you and your practice.

- **Unlimited Pages**

Smile Gallery, Online Appointment Request, Meet the Doctor, Internet Links Page, and more, **FREE OF CHARGE**.

- **Patient Education**

Customizable patient oriented content on dentistry procedures, FAQs, and much more.

- **Free Upgrades**

Each new enhancement or feature we design is made available to you, **FREE OF CHARGE**.

- **Search Engine Optimization (SEO)**

Pages are optimized for maximum exposure on top search engines like Google, Bing, AOL, and Yahoo!



**Free MediaMed™
Patient Education Videos**

High-quality multimedia videos educate patients and increase case acceptance.



Also Available

Social Media and Local Search Marketing Services.

PROSITES®

Website Design and Internet Marketing

No Obligation, **Free Trial**
at www.prosites.com/azda
Call Today! (888) 932-3644



Services Every Arizona Dental Professional Needs!

AzDA Services Board of Directors

President John Biddulph, DDS (Chandler)

Secretary / Treasurer Kevin Earle, MPH, (Scottsdale)

Chair Douglas Beischel, DDS (Scottsdale)

Bryan Shanahan, DDS (Flagstaff) • Tracy Thomas, DDS (Litchfield Park)

Mark Hughes, DDS (Glendale) • Kirk Robertson, DMD (Flagstaff)

Gary Jones, DDS (Mesa)



“Arizona’s voice of dentistry since 1909”

Established in 1909, the Arizona Dental Association (AzDA) is a non-profit professional organization representing over 2,500 licensed dentists statewide. As a constituent society of the American Dental Association, the AzDA is committed to providing optimum oral health care and health care information to the citizens of Arizona by promoting the art and science of dentistry through leadership, education and information.

WE WANT YOUR FEEDBACK!
Visit AzDAServices.com and write a review today.

\$50 Rebate
on your membership dues when paid with
your  AzDA Mastercard® Credit Card

To learn more about this great offer - with no obligation to apply

Contact John Lighthizer at AzDA 480.344.5777 (ext.313)

Unique Programs Supporting Organized Dentistry!



The AzDA Services Endorsed Programs are designed around two specific areas: 1) a pre-negotiated discount on behalf of all AzDA member dentists and 2) a royalty paid back to the AzDA from the sales to AzDA members. The AzDA Services Endorsed Programs are put through a rigorous consideration process that requires the development of a proposal, a thorough reference checking and AzDA Services Board approval at a quarterly Board Meeting. AzDA Services Endorsed Programs are held to a high standard of customer service to AzDA members and requires quarterly reporting and timely payment of earned royalties. AzDA Member dentists look to AzDA Services Endorsed Programs to provide discounts on products and services they need in their practice.

The AzDA Services Endorsed Companies receive these benefits and discounts:

- AzDA Services Endorsed Company logo to display and promote your support of organized dentistry
- 15% discount INSCRIPTIONS Advertising
- 15% discount Western Regional Dental Convention booth space
- 15% discount on Continuing Education (CE) Table Sponsorships
- AzDA Member list provided at no charge
- Full business contact listing, product & service copy introduction and web links on AzDA Services website www.azdaservices.com
- Full business contact listing, product & service copy introduction and contact information in Annual Membership Directory

Requirements: A tangible pre-negotiated discount to AzDA Members and a defined royalty engagement with AzDA Services.

Cost: \$250.00 application fee (non-refundable*)

*Application fee does not guarantee AzDA Services board approval of endorsement.





Professional Liability & Malpractice

(Buildings, Office Equipment)

Brown & Brown Insurance

Bonnie Beckman • (602) 664-7040

bbeckman@bbphoenix.com • www.bbinsurance.com

Brown & Brown Insurance in conjunction with CNA Insurance provides a comprehensive program designed for dentists. The PROFESSIONAL PROTECTOR PLAN includes Professional Liability, Business Property and Loss of Income at very competitive rates. Brown & Brown has been the exclusive AZDA ENDORSED PROGRAM since 1970 and currently insures 80% of all Arizona dentists. AZDA members receive a 10% discount. CNA and the AZDA hold semiannual risk management seminars which offer an additional discount of 7.5%.

Individual Major Medical

(AZDA members & Staff)

Brown & Brown Insurance

Linda Little • (602) 664-7063

llittle@bbphoenix.com • www.bbinsurance.com

Life, Disability Income and Long Term Care

Brown & Brown Insurance

Kurt D. Adams, CFP • (602) 664-7082

kadams@bbphoenix.com • www.bbinsurance.com

Personal Lines Auto, Home, Umbrella-Boats and Valuable Property

Brown & Brown Insurance

Linda Jones • (602) 664-7069

ljones@bbphoenix.com • www.bbinsurance.com

Workers Compensation

Brown & Brown Insurance

Evette Vasquez • 602-651-7195

evasquez@bbphoenix.com • www.bbphoenix.com

Disability Income, Long Term Care

Kirshner & Klarfeld

(Guardian/Berkshire Life Insurance Co.)

Ivan Kirshner, DDS • (480) 588-6356 or (866) 532-7205

Fax (480) 588-6370

Ivan_Kirshner@KKFG.net • www.kkfg.net

KIRSHNER & KLARFELD
FINANCIAL GROUP, LLC

Auto, Home & Life

Liberty Mutual

Thad Kirkendoll • Office: 623-587-4487

Cell for Thad 480-273-1682

thad.kirkendoll@libertymutual.com • www.thadkirkendoll.com



Liberty
Mutual.

Money Matters

AzDA Credit Card

AzDA Credit Card
World Points Platinum Plus Credit Card
To Apply By Phone: Call 1-800-932-2775.
(Please mention priority code UAAR3B)
<http://s0b.bluestreak.com/ix.e?hy&s=7932946&a=7358040>



Practice Consulting Services

Wolfe Dental Consultants
Robbie Goldenberg, DDS • (602) 324-0405
www.wolfedentalconsultants.com/



Credit Consulting Services

TransFirst Health Services – AZDA Program Team
(800) 577-8573 • AZDA@TransFirst.com
www.transfirst.net/health_prog_referral.html#azda



Financial Products & Services

Bank of America Practice Solutions
Call today 1.800.491.3623
practicesolutions • www.bankofamerica.com



Financial Planning & Investment Management

Mercer Global Advisors
Mike Elster, Regional Manager • (800) 898-4642
www.merceradvisors.com



Electronic Claims Processing

Apex EDI
Mike Oliver
Direct: 801-642-0303 • Mobile: 801-674-4464
Fax: 801-642-0333 • 1-800-840-9152 x303
mikeo@apexedi.com • www.apexedi.com



Dental Collection Services

IC System
(800) 279-3511 • www.icsystem.com/azda.htm



Payroll Processing

Paychex
1-800 PAYCHEX (-800-729-2439)
Email: sales@paychex.com • www.paychex.com



Financial Planning & Investment Management

North Star Resource Group
Mark A. Bonnett, Regional Vice President
Stephanie Y. Tsang, Financial Advisor
(602) 224-5366 • www.northstarfinancial.com



Practice Brokerage Sales Services

DentaGroup
DENTAGROUP
(480) 837-3700
www.DentaGroup.com



Practice Consulting Services

Proactive Practice Management
Fred Heppner, Business Management Advisor
22857 N. 54th St., Phoenix, AZ 85054-7199
Tel. 480.513.0462 Fax. 480.513.0472
E-mail: fredheppner@cox.net • www.fredheppner.com

PROACTIVE PRACTICE
MANAGEMENT



Dental Collection Services

Transworld Systems
Andy Osero, DSM • 602-910-7977
Andy.Osero@transworldsystems.com
<http://web.transworldsystems.com/phoenix/>



Dentist & Employee Vision Care

Vision Care Direct
Murray Hicks, Arizona Sales Director
Cell: 602-799-7267
murray.hicks@visioncaredirect.com
www.VisionCareDirect.com



Patient Financing Programs

American Healthcare Finance
Robert Jaeb, CEO • (800) 544-3765 x701
Visit us online at www.americanhf.com



\$50 Rebate

on your membership dues when paid with your ADA Mastercard® Credit Card



with Great Benefits, Low Introductory APR and WorldPoints® Rewards.

To learn more about this great offer - with no obligation to apply - Contact John Lighthizer at AzDA 480.344.5777 (ext.313)

Everyday Products & Services

Construction and Remodeling

Making Your Dream a Reality!
Denco Dental Construction, Inc.
Steve Anderson, President
(480)835-7273 • (480)835-7711 Fax
Steve@dencodental.com • www.dencodental.com

DENCO

Dental Construction Inc.
Making Your Dream a Reality

Demographic Reports

Scott McDonald & Associates
Scott McDonald • (800) 424-6222
Scott@scottmcdonald.org • www.dentaldemographics.com
<http://www.azda.org/public/demographics/>

Scott McDonald
& ASSOCIATES

Sterilization Monitoring

Spore Check System
OSHA Review Inc
Brought to you by: OSHA Review, Inc.
800-555-6248 • www.oshareview.com



Patient Marketing

Affordable and Innovative Marketing Solutions
Vibrant Consulting Group
Steve Fedyski • steve@vibrantconsultinggroup.com
602 697 0218 • www.vibrantconsultinggroup.com

Vibrant
CONSULTING GROUP

Patient Marketing

Patient Recall Scheduling
DRS Services of Arizona
Dedicated Resource Scheduling
DRS Services USA, Inc
Stephanie Barclay • sbarclay@drsservice.com
520-440-4881 • www.drsservice.com

DRS DEDICATED
RESOURCE
SCHEDULING
Calling to Meet Your Needs

Dental Technology Integrator

MASTERLINK "Your Computer Company"
Tom Birney • (623) 561 2256
masterlink3@cox.net • www.digitaldentist.info



"In these hard economic times, we are all looking to save a buck in our practice. We'll look no further ... AzDA Services has done it FOR YOU!"

-Dr. Kirk Robertson - Flagstaff

Patient Marketing

Digital Media Products
CGI Communications, Inc. / eLocalLink
Chris Sokal • (800) 398-3029 ext. 241
www.cgicomcommunications.com



Dental Staffing

Princess Dental Staffing
Joilyn Owen • 1-877.907.2443
info@princessdentalstafing.com
www.PrincessDentalStaffing.com



Website Design & Internet Marketing

ProSites
Call ProSites at 888.932.3644 and mention "AzDA"
to receive your member-exclusive pricing.
www.ProSites.com/AzDA



Call Management Services

Tim Allen
Corporate Answer
timallen@corporateanswer.com
602-244-1833 • 888-594-5943
www.corporateanswer.com



Data backup & Recovery

eLOGIX
Tom Lavin • (888) 356-4490
tlavin@goelogix.com • www.goelogix.com



Dental Handpiece Repair

Dental Drill Rescue
Barry Wurst - Handpiece Consultant • (602) 705-8365
azhpro@gmail.com • www.handpiecepros.com



Equipment Sales & Repair

Professional Dental Services, LLC
Kimberly Padro • 623-825-6947
Kimberly@pdsaz.net • www.pdsaz.net



Precious Metal Refining

Desert Dental Refining
Will Carnall • (480) 309-8468
ddrwill@cox.net



ADA

Business ResourcesSM

Connecting dentists with business solutions

Medical Savings Account

First Horizon MSavers

(866) 257-2652

http://www.adamemberadvantage.com/team/life_savings.asp



Apparel for Staff

Lands End

(800) 990-5407

http://www.adamemberadvantage.com/dentists/prac_apparel.asp

LANDS' END

Recordkeeping Systems

The Dental Record

(800) 243-4675

(414) 276-3954

www.dentalrecord.com

The Dental Record[®]
By Dentists, For Dentists

On-Line Store

Shipping

FedEX

Call: 1-800-MEMBERS

(1.800.636.2377)

www.1800members.com

FedEx[®]

Whirlpool Corporation

Call 1 (866) 808-9274

www.partners.whirlpool.com

Have your ADA Membership Number ready!

<http://www.adabusinessresources.com>



"Insurance - Collections - Websites ... with AzDA
Services the savings add up real fast!"

-Dr. Alvin Matthews, DDS Phoenix



The Arizona Dental Association

invites you to look closely at our media portfolio to promote your company to members of the AzDA.

The Arizona Dental Association's media portfolio includes:

INSCRIPTIONS Magazine – Our monthly journal is a primary resource for news related to dentistry in Arizona, tripartite issues and activities, exclusive articles and information relating to the dental community. Each month, INSCRIPTIONS is delivered to more than 2,500 Arizona licensed dentists and 200 subscribers across the US and Canada.



Western Regional Dental Convention – Held each spring at the Phoenix Convention Center, the WRDC welcomes over 6,000 attendees and consists of over 40 Continuing Education CE courses and over 300 booth exhibitors. Exhibitors at the convention have many sponsorship opportunities and a 4-color convention program guide to showcase your company's presence at the event. The WRDC is the perfect venue to promote your business to the dental community.

Annual Membership Directory – The AzDA Membership Directory is direct mailed to our entire membership and is the definitive source of useful resources and reference information provided by the AzDA. The tabbed informational format includes: complete information on current leadership, all member benefits, Arizona Dental Foundation charitable programs, industry and community resource listings, along with a full alphabetical directory of our members. The membership directory is the resource found at every dental front desk to keep answers to member questions at their fingertips.



AzDA Membership Mailing Labels – available for the one time usage fee of \$500. All mailing materials must be approved, some restrictions apply.



AzDA Continuing Education Sponsorships – Throughout the year AzDA presents Continuing Education classes of various sizes and topics for AzDA members. Being a table sponsor at these events provides an opportunity to have one-to-one conversations with AzDA member dentists, and their office staff.

Brown & Brown Insurance

is the **Stable** choice providing insurance products for Dentists in Arizona for over 40 years.



Dentist Professional Liability

1st Year **\$ 50**

2nd Year **\$716**

3rd Year **\$1,452**

4th Year **\$1,913**

Limit of \$1mil/3mil - Claims Made Policy • Rate includes:
AzDA Membership Credit Risk Management Credit & Schedule Credits



Endorsed by



Give us a call at
602-277-6672 or **800-223-7840**