

Treatment planning for the Exceptional Dental Office

Focusing on your vision, your team, your patient's and
your ultimate success



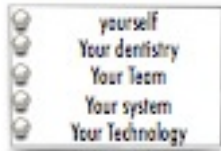
Partners

Economic Motivator

- This economy should be a wake-up call to us all to get our businesses in order-- Overhead down, teams trained and motivated, practicing skills/communication levels up
- Exceptional Dental Practices (EDP's) look this economy in the eye and push harder.
- EDP's understand what is happening around them and adjust-- because the reality is, people need our services in a good economy or in a bad economy. It's how we offer these services that matter

Vision

Believe in...



How To Manage Your Most Valuable Asset... Your People Contemporary Esthetics, August 2007 Paula Green, Ottawa, Ontario

A dentist, according to Webster's Dictionary, is "someone whose profession is the diagnosis, treatment, and prevention of diseases of the teeth and gums." The craft of dentistry is part art, part science, but the business of dentistry is an exact science. Dentistry is a service business. How well you serve your community is up to you, your leadership, your management, and most importantly, your team.

The only true competitive advantage you have as a dental business is your team, your facility, your technologies, your products, your techniques, your location can all be copied by a competitor. Placing the right people in the right jobs performing the right tasks is a formula for success!

Technology and Case Acceptance

- "Seeing is believing"
- Make a quicker connection with your patients
- Patients understand their problems better and take ownership when they understand, see, & believe.
- Digital photography
- Digital patient education tools - Casey, Guly

The Exceptional office's approach

Consistency
Communication
Teams working together
to meet the needs of the
patient.

Retracted open

Essential to evaluate occlusion and wear problems



Occlusal photos

Perfect tool to keep the patients
bound into the issues and where
they are. This will tell quadrants
that they miss because it doesn't
make sense any other way!



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