

The logo consists of a thick, yellow rope with a black outline, forming a rectangular border with rounded corners. At the top center, the rope is knotted. Inside this border is a yellow oval with a white outline. The text "SOUTHERN CALIFORNIA ACADEMY OF GENERAL DENTISTRY" is centered within the oval in a bold, black, sans-serif font.

**SOUTHERN CALIFORNIA
ACADEMY OF GENERAL DENTISTRY**

Southern California Academy of General Dentistry

The Perio-Protect Method for Controlling Periodontal Disease

Duane Keller, DMD, FAGD

Effective Treatment of Obstructive Sleep Apnea: A Bonanza for Dentists

Bryan Keropian, DDS

Sunday, June 14, 2009 Registration 7:00 am to 8 am

Program: 8:00 am to 5:00 pm Lunch 12:00 to 1:00 pm

Embassy Suites Hotel-Anaheim South, 11767 Harbor Blvd., Garden Grove, California 92840

Phone: 714- 539-3300

8 Units CE

Instructors: Duane Keller, DDS, FAGD (Morning) Bryan Keropian, DDS (Afternoon)

A graduate of Washington University School of Dental Medicine, Dr. Duane Keller has maintained a private practice in St. Louis, MO treating mainly periodontal disease and chronic pain. Dr. Keller has served eight years as the chairperson for the IAO education committee. He has been a consultant for state dental boards, professional education associations and St. Louis University's Chronic Pain Center. As the chief scientific officer for Perio Protect, LLC Dr. Keller has been presenting to national and international audiences for over 20 years. He has published over 35 scientific articles and has patented numerous dental appliances including FDA clearance for a subgingival device to treat periodontal disease which is known as the Perio Protect System.



Bryan Keropian practices in Tarzana, CA and is considered by many to be the foremost authority on the treatment of sleep disorders. Sleep disorders caused by breathing problems (sleep apnea) have become a major growth area for dentists, since physicians prefer to refer these patients to dentists after they understand what trained dentists can do for this problem. Dr. Keropian has patented several treatment appliances for obstructive sleep apnea and received FDA approval for their use. He has held several administrative positions in various dental organizations and is a consultant for insurance companies, as well as being a former instructor at USC School of Dentistry.



The Registration Form and Additional Information is on the Other Side

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For Information and Registration call SCAGD at 310- 471-4916 800-762-2511



The Exciting World of General Dentistry

Southern California Academy of General Dentistry Turn This Page Over for the Program Subject and Instructors

Dr. Keller

- How the Perio Protect Method can benefit your patients teeth as well as their finances.
- How to obtain Perio Protect Certification by attending this meeting.
- How to diagnose periodontal disease and provide cost-effective therapy to your patients.
- How to manage the business of treating periodontal disease with the Perio Protect Method.
- How to Rx order the various required Perio Protect appliances and therapeutic agents.

Dr. Keropian

- How to diagnose and treat patients with obstructive sleep apnea problems.
- How to describe and Rx order obstructive sleep apnea therapeutic appliances.
- How to inform medical doctors in your area about how you can help their patients sleep better.
- How to manage various cases and also manage the business of sleep disorder therapy.
- How to obtain additional sleep disorder therapy training and resource materials.

To register by fax: Please make a black and white copy of this form first. Then fax the copy to 310-472-6729. The blue color background of this original flyer prevents accurate faxing. Please use a separate copy for each person who is being registered.

Registration Form

(Please print clearly in capital letters using a dark pen)

License No _____ AGD No. if a member: _____
 Name _____ DR/RDH/RDA
 Address: _____ City: _____ ST _____ ZIP _____
 Phone No _____ Fax No: _____ E-Mail _____
 Credit Card Visa /MC No: _____ Exp _____ Amount _____
 Zip code of credit card statement _____

Cancellation Policy: Must be within 7 days of the meeting for a 90% refund. Otherwise a credit voucher for another meeting within one-year will be issued to you.

Tuition Due by June 5, 2009

AGD Member \$99
 Non-AGD Member \$119
 RDA/DA/RDH \$59

After Due Date

\$119
 \$139
 \$69

Continental Breakfast & Lunch Provided - Free Parking- Dental Students \$49

Make checks payable to SCAGD and Mail the forms to SCAGD c/o Dr. Robert Garfield,
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BIG CASE MARKETING

Case Acceptance Frustrations?

Who Else Wants Predictable Case Acceptance for Elective Dentistry *Right Now* and Be Ready to Massively Profit in the Emerging *New Dental Economy*?



Who is this Dentist and why is he telling the harsh truth about the secrets to case acceptance in *YOUR* practice?

Fellow Clinician,

Have You Experienced ANY of These "Dirty Dozen" Case Acceptance Frustrations?

1. Not knowing what to present (photos, technology, models, etc.) to get to yes?
2. Patients not "owning" problems or "valuing" oral health?
3. Seeing financially unqualified patients or patients having "sticker shock" at the fee?
4. Presenting to patients not ready for treatment?
5. Poor case acceptance with big \$\$ cases?
6. Hygiene patients not accepting more complete care?
7. Work-up, diagnosis, and preparing for case presentations is a time investment drain?
8. Counseling patients who aren't ready emotionally or financially for treatment?
9. Patients always pick the cheapest option?
10. Your recommendations overwhelm the patients?
11. Patient's not trusting the options you give?
12. Not knowing how or when to follow-up?

If you said **yes to one or more of the above**, there's *good news*. James has put together a System that **eliminates every one of the 12 frustrations**.

A successful restorative clinician whose cases average over **\$38K per patient**, **Dr. James McAnally** has taught dentists in over 40 countries and 6 continents how to **supercharge and systematize their case acceptance (sales) process for complex care patients (implants & reconstructions)**. At any time, only 5 dozen Elite dentists, each investing \$15K-\$25K per year, are allowed entry into his top level Programs for their marketing and case acceptance success.

For doctors fed-up with the 'dirty dozen' case acceptance frustrations and who are ready for a solution by a **real 21st century clinician**, his trademarked **Maximum Case Acceptance System™** is being made available to you via a one of a kind Program that *doesn't require travel or attending live meetings*.

This **Introductory DVD** to the Maximum Case Acceptance System™ is the first step for you to gain predictable case acceptance for large elective cases. On it, James reveals the **dark underbelly** of the major MYTHS circulating in dentistry related to case acceptance and dental "sales." You'll be pleased to find that **none** of the solutions for case acceptance with elective cases requires the use of high-pressure sales techniques, memorizing a bunch of "sales closes," making any major changes in your clinical procedures, or spending time revisiting the ineffective model of "educating" patients.

The Intro. DVD will immediately improve your current case acceptance by revealing two dentist behavioral patterns that if ignored automatically reduce acceptance and success, the 3 dirty little secrets that labs, supply houses, CE courses, and equipment manufacturers are hiding from you, why credentials, CE, logic, and "sales closes" aren't critical to case acceptance, the biggest clinical opportunity that exists in every market and the one capability used to harvest it, why 'big ticket' items like dental implants, cosmetic dentistry and reconstructions require a systematic sales process, ways to eliminate all competitors and finally get the fees you deserve and how "*change or die*" is a critical concept for practice success in the new dental economy emerging outside your front door right now—which will leave many dentists by the wayside.

Like it or not, the new dental economy forming around your practice is allowing only those dentists with access to the powerful concepts in the Maximum Case Acceptance System™ to maximize their cases going to treatment, help more patients with serious problems, remain free of insurance constraints and experience high levels of PROFIT. If you're too "professional" to apply the **science of persuasion** to help patients needing your advanced skills, you'll *hate* James. But if you're ready for a fresh, frank voice encouraging and empowering you to get more return on your efforts and to get the insider's truth on what "sells" **major elective treatment plans**, you'll be thrilled to have discovered him.

Every month over 26,000 dentists worldwide devour his writings. The most successful dentists take his concepts and elevate their success to even higher levels. As a

A Revolutionary *New System* for Gaining Case Acceptance. Just for Us Dentists, Specifically for 21st Century Fees & Treatment Plans Beyond Insurance. Developed by a Fellow 'in the trenches' Dentist

trusted management, marketing and sales advisor to the most **successful Elite Dentists**, James commands \$14,997 for his one day practice makeover sessions. HE'LL DARE YOU to think differently and more creatively about your case acceptance possibilities AND PRESENT THE TOUGH-MINDED, PRAGMATIC STRATEGIES NECESSARY to put more of your skills to full use helping more patients.

Take advantage of this **special offer** and get the DVD that reveals what's behind the "dirty dozen" frustrations preventing predictable case acceptance for you. **Don't let your competitors get to it before you**. Take your first step for **success in the new dental economy** and let the Intro. DVD start putting into place your Maximum Case Acceptance System™ today!

"Within 3 weeks of starting to Implement the Maximum Case Acceptance System™, I closed 2 cases for \$30,000! I just opened my practice in February and don't even have all my Systems in place yet!!!!"

Dr. Ivan Terrero, Bonita Springs, Fl

"The first presentation where James' told his marketing and case acceptance insider secrets, **resulted in two cases over \$50,000** being closed in my practice."

Dr. Wes Moore, Fellow, ICOI

"As a long-time student of sales as both dentist & lab owner, I've been around long enough to know whose telling it like it is or simply filling the room with recycled 'hot air.' James's Case Acceptance System is the **Real Deal**. Sales in dentistry has evolved. In the 70's, it was Walter Hailey, then Paul Homoly, and now for the 21st century, **Dr. James McAnally**. For dentists who want acceptance on more comprehensive treatment plans AND at higher fees, James is their man, and this is THE System to deliver it."

Dr. Larry Brooks, CEO, Smile-Vision

Order Dr. McAnally's Introduction to the Maximum Case Acceptance System™ DVD for \$297 (40% off the full price of \$497.00) by June 15th and get \$283.95 in FREE Marketing and Case Acceptance Tools!

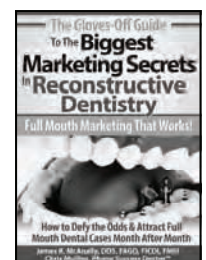


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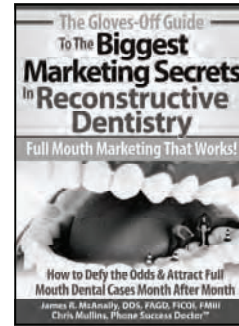
YES! James, I want to get started on the road to better case acceptance on ALL my cases big and small. Send Me the Intro. to the Maximum Case Acceptance System™ DVD for only \$297 +S/H (40% off the \$497.00 regular price) plus My FREE Marketing and Case Acceptance Boosters—Your Book & 2 FREE Months of the Gold Elite Docs Strategies™ Letter; All Written Just for Implant & Cosmetic Dentists Like Me with Advanced Skills. I Understand My Investment is Tax Deductible and Fully Guaranteed!



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Agreement Not to Distribute: My signature above attests to my agreement and acknowledgement that I'm am purchasing a trademarked system and that the materials provided by my purchase of this System are for use in one practice, are not to be copied, distributed, transferred or resold.

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Call 617-600-4520 TO ORDER OVER THE PHONE**

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ALL COUNTY CONSTRUCTION

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LEARN HOW YOU CAN SAVE THOUSANDS OF DOLLARS IN COSTLY MISTAKES

As a Certified Interior Designer specializing in dental office design I have encountered many doctors who lost thousands of dollars because they were unaware of the pitfalls involved in building a new office. Had they been forearmed with knowledge of the complexities in the building process they would have known what questions to ask to avoid these additional costs.

Some questions for you to consider are:

- ✓ Will the current building codes allow me to build a dental office in this location?
- ✓ Am I aware of the hidden costs in buying or leasing this property?
- ✓ How much financial help will my landlord provide, will it be sufficient?
- ✓ Do I have enough square footage to meet my needs and still meet code requirements?
- ✓ Does this building meet the current mechanical, electrical and plumbing codes?

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Course Highlights

Advanced Diagnosis & Treatment Planning
Function analysis, articulators selection and use

Communication Techniques
Digital photography hands-on workshop
Image Management & Manipulation

Direct Esthetic Restorations
Anterior direct bonding workshop
Posterior composite hands-on workshop
Contemporary esthetic restorative materials
Direct/ indirect restorations

Practice Building
Building a successful restorative practice

Implants
The anterior implant:
Meeting the esthetic challenge

Indirect Esthetic Restorations
Chair-side color modification of ceramic restorations
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- Dr. David Feldman – Long Beach, California



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Introduction

For the last 22 years, this residency program has made hundreds of dentists more successful, happier, and knowledgeable, in all areas of contemporary esthetic restorative dentistry. The purpose of this unique lecture, hands-on laboratory and clinical program is to provide a comprehensive educational experience that any dentist will benefit from. Learn the clinical techniques and materials necessary to successfully master these contemporary procedures and how to introduce them into a practice. Start practicing smarter, easier, and improve the bottom line.

Lecture

Faculty

Dr. Bruce J. Crispin, Dr. Kristi Crispin, Dr. Bill Kimball, Joe Weisz CDT, Dr. Edmond Hewlett, Dr. Todd Snyder, Dr. James Peyton, Dr. Paul Belvedere, Dr. Jerry Woolf, Dr. Joseph Kan, Dr. Marilyn Calvo, Dr. Tannaz Goodjohn, Dr. Afshin Azimi, Dr. Jack Ringer, Dr. Stuart Rubin

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