



DTI Proudly Presents:

Dr. Mark T. Murphy

**Mark T. Murphy, DDS, FAGD**

Mark Murphy is the Lead Faculty, Practice Management for Mercer Advisors and practices general dentistry part time in Rochester, Michigan. Mark graduated from UDM School of Dentistry in 1981 and taught Anatomy and Crown and Bridge part time for several years. He has served on the Visiting Faculty of The Pankey Institute for Advanced Dental Education since 1991 and on its Board of Directors and Trustees until taking a full-time role with them during 2005 and 2006.

Mark has lectured internationally on Leadership, Practice Management, Philosophy, Communication, Case Acceptance, Overdenture Implants, Occlusion, Minimally Invasive Veneers and TMD. He is an exciting and very entertaining speaker, blending a stand-up style of humor and anecdotes with current research and information that you can take home and use in your practice right away. Rave reviews follow his presentations wherever he goes.

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MicroDental Laboratories is a proud member of the

DTI Laboratory Network. DTI is the only dental laboratory network that provides innovative, full practice growth support to dentists who want to excel above the status quo.

# CE Growth Strategies For Your Practice

Course Locations:  
San Francisco, San Jose and Dublin

**THREE PROGRAMS**

**THREE LOCATIONS**

**DATES: 8/30, 8/31 and 9/1**

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**DATE:** Monday, August 30, 2010

**LOCATION:** San Francisco, CA

### Improving Case Acceptance:

Mark provides a light and very entertaining program full of useful tips and ideas that you can put to use on “Monday Morning.” By understanding the communication process, how it works, and why it sometimes doesn’t, you will be more affective and effective within the practice team and with patients, friends and family. Patients will say yes more often to you and then to your treatment plans when you help patients become curious and co-discover their current conditions. He will demonstrate how to improve the educational value of each component of this examination experience and how to appropriately leverage the behavioral and social aspects of the doctor-staff-patient relationship.

**Location:** Morton’s The Steakhouse  
400 Post St; San Francisco, CA 94102

**Registration:** 5-5:30pm

**Dinner:** 5:30-6:15pm

**Lecture:** 6:15-8:45pm

**Fee:** \$55 (dinner included)

**CE:** 2.5

**DATE:** Tuesday, August 31, 2010

**LOCATION:** San Jose, CA

### Communicating the Role of Insurance... in this Economy:

Patient’s treatment choices should not be determined by the level of insurance coverage. Join Mark as he walks you through the communication and verbal skills, definitions and various practice management issues that impact the role of insurance in the dental profession. His experience in practice, with Mercer Advisors and at The Pankey Institute have given him a unique insight and paradigm on reimbursement in dentistry.

- The definition of dental insurance
- Verbal skills and analogies
- Impacting patient insurance perceptions
- Treatment sequencing to maximize benefits

**Location:** The Sainte Claire Hotel  
302 South Market St; San Jose, CA 95113

**Registration:** 5-5:30pm

**Dinner:** 5:30-6:15pm

**Lecture:** 6:15-8:45pm

**Fee:** \$45 (dinner included)

**CE:** 2.5

**DATE:** Wednesday, September 1, 2010

**LOCATION:** Dublin, CA

### Growth and Planning Strategies for Improving Your Practice:

Improving your practice means doing more of the dentistry you know your patients need, having less stress and being in absolute balance; clinically, financially and behaviorally. By clarifying our practice vision and implementing strategies that reflect team professional and personal goals, we can lead more stress free and fulfilling lives. This program explores the behavioral, clinical and financial interdependency of the most successful practices and teams. We’ll use your practice vision to set direction, gap analysis to appreciate the possibilities and sound strategies, implementation skills and metrics to get there.

- Developing a Vision Driven Practice Model
- Team Work, Alignment, Standards and Behavior
- Leadership and Management
- Strategic Business Planning
- Driving Customer Equity; Specific Strategies for Practice Growth

**Location:** MicroDental Laboratories  
5601 Arnold Rd; Dublin, CA 94568

**Dinner & Registration:** 5:30-6:15pm

**Lecture:** 6:15-8:45pm

**Fee:** \$45 (dinner included)

**CE:** 2.5

**To register, either:** 1. Fax the registration form to Wendy Pedotti at fax number 925.828.1724  
2. Call Wendy Pedotti at 888.595.5199, ext 4294

#### REGISTRATION FORM

<b>NAME</b>		<b>OFFICE ADDRESS, CITY, STATE, ZIP CODE</b>	
<hr/>		<hr/>	
<b>OFFICE PHONE</b>	<b>EMAIL</b>	<b>CHECK LOCATION</b>	
<hr/>	<hr/>	<input type="checkbox"/> SAN FRANCISCO <input type="checkbox"/> SAN JOSE <input type="checkbox"/> DUBLIN	
<b>CREDIT CARD INFO</b>	<b>CARD # AND EXPIRATION DATE</b>	<b>NAME ON CARD AND SIGNATURE</b>	
<input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD <input type="checkbox"/> AMEX	<hr/>	<hr/>	

**RSVP By:** August 20, 2010

**Cancellation Policy:** Full refund if contacted by 5pm on August 23, 2010. There is a \$25 fee for all cancellations after August 23, 2010.

Program Funding Provided By:

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