Who Should Attend?
This course is intended for prosthodontists in private practice.

Purpose
The purpose of the program is to reveal the core elements that enable master prosthodontists to be highly successful in today’s economy.

Course Overview
While the majority of prosthodontists are experiencing a downturn in their practices, a small number of practices remain unaffected – even growing. These individuals are able to continuously manage highly successful practices even in the current economic conditions. They are able to generate significant numbers of new patients, exceptionally high case acceptance, a highly recognized position in the industry and premium pricing for their work.

What is it about these masters that enables them to produce such results?
Upon the completion of this course, participants should be able to:

• Identify key skills necessary to mastering the business of a private prosthodontic practice.
• Apply key skills identified to increase the success of their own practice.
• Evaluate their own practice based on perceptions of the panelists.
• Acquire knowledge from panelists’ success stories that can be applied to improvement in their own practice.
• Apply current skills combined with new insights learned to increase overall practice achievements and success.

Intended Outcome
Participants will experience a transformation in who they are so they are more able to generate practice success.
Course Leaders

Course Leader:
Marc B. Cooper, D.D.S.
Dr. Cooper’s professional career includes private practice periodontist, academician, researcher, teacher, consultant, coach, trainer, seminar director, board director, author, entrepreneur and inventor.

Dr. Cooper has studied with masters in many disciplines, participated in formal business educational programs, worked as an independent contractor with top-flight consulting companies, has been a business coach and life coach and developed a suite of online dental practice assessment tools.

The Mastery Company has been in existence since 1984. Dr. Cooper’s client experience includes well over a thousand dentists in solo private practices, health care entities, IPAs, MSOs/DSOs, Insurance Companies, large hospital systems, Silicon Valley start-ups and Fortune 500 Companies. He currently works with dentists throughout North America with a few select clients in Europe, Israel, New Zealand, Abu Dhabi and Dubai. He was selected as an executive coach for the prestigious TED Fellowship Program.


Panelists:

Caroline A. Grasso, D.D.S.
Prosthodontic Associates NYC, PLLC
New York

Abraham L. Ingber, D.D.S.
Drs. Ingber & Prestipino, LLC
Bethesda, MD

Vincent J. Prestipino, D.D.S.
Drs. Ingber & Prestipino, LLC
Bethesda, MD

Indira G. Sahiwal, M.S., D.M.D., B.D.S., F.A.C.P.
Atherton, CA

Jonathan Zamzok, D.M.D., F.A.C.P.
Specialized Dentistry of New York
New York

Check GoToAPro.org for the latest panelist lineup.

Recommended Pre-Course Reading

Mastery: The Keys to Success and Long-Term Fulfillment
by George Leonard

Mastering the Business of Practice
by Dr. Marc B. Cooper

Course Director:
David L. Guichet, D.D.S., F.A.C.P.
Providence Prosthodontics
Orange, CA
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<th>Time</th>
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<td>7:30 - 8:00 a.m.</td>
<td>Continental Breakfast and Registration</td>
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| 8:00 - 10:00 a.m. | Welcome & Introduction  
                      David L. Guichet, D.D.S., F.A.C.P., ACP Continuing Education Director  
                      • Welcome  
                      • Purpose of Program  
                      • Intended Results of Program  
                      • Ground Rules of the Program  |
| 10:00 - 10:20 a.m. | Break                                                                |
| 10:20 a.m. - 12:00 p.m. | The Four Areas of Mastering the Business of Practice  
                      • Leadership  
                      • Ownership  
                      • Management  
                      • Marketing  |
| 12:00 - 1:00 p.m. | Lunch Break                                                          |
| 1:00 - 3:00 p.m. | Panel - The Mastery of Leadership                                    |
| 3:00 - 3:20 p.m. | Break                                                                |
| 3:20 - 4:00 p.m. | Panel - The Mastery of Ownership  
                      • Homework - Who Do You Need to Be as a Leader and an Owner to be a Master in Your Practice  |
| 7:30 - 8:00 a.m. | Continental Breakfast                                                |
| 8:00 - 9:00 a.m. | • Review Purpose of Program  
                      • Review Intended Results  
                      • Review Ground Rules |
| 9:00 - 10:30 a.m. | Panel - The Mastery of Management                                    |
| 10:30 - 10:50 a.m. | Break                                                                |
| 10:50 a.m. - 12:00 p.m. | Panel - The Mastery of Marketing                                    |
| 12:00 - 1:00 p.m. | Lunch Break                                                          |
| 1:00 - 2:00 p.m. | Panel and Marc B. Cooper, D.D.S. - Open Inquiry / Q&A with Audience on Mastery  |
| 2:00 - 2:30 p.m. | • Close  
                      • Final Remarks |
General Information

Location:
Gleacher Center
450 North Cityfront Plaza Drive
Chicago, IL 60611

Hotel Accommodations:
The ACP has not reserved a hotel block for this course. However, there are many hotels located within a few blocks of the Gleacher Center if you should need accommodations. If you need assistance finding a hotel room, please call (312) 573-8795. ADA members are eligible for discounted rates at several hotels in Chicago.

Meals
Continental breakfast will be provided. Lunch will be on your own. If you have any special dietary restrictions, require kosher or vegan meals please contact education@prosthodontics.org or call (312) 573-1260 for more information.

Dress Code
Business Casual

Continuing Education Credit
This course has been approved for 11.5 credit hours. The American College of Prosthodontists is an ADA-CERP recognized provider of continuing education.

The ACP is designated as an approved PACE Program Provider by the Academy of General Dentistry. The formal continuing education programs of this program provider are accepted by AGD for Fellowship, Mastership and membership maintenance credit. Approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement. The current term of approval extends from 10/19/2010 to 10/31/2014.

Cancellation Policy
All cancellations are subject to a $50 processing fee. Full refunds for registration minus the $50 processing fee will be given only if written notice of cancellation is received 30 days prior to the course. A 50 percent refund will be given if written notice is after 30 days, up until one week prior to the course. No refunds will be given within one week prior to a course; therefore “no shows” will not be eligible for a refund. The ACP is not responsible for travel expenses or penalties under any circumstances. In the event of a cancellation by the ACP, all registrants will receive a full refund of any registration fees paid. Notice of cancellation should be made in writing and sent to the ACP by email to education@prosthodontics.org or fax to (312) 573-1257.

Please call the ACP at (312) 573-1260 if you have any questions.

Images of Chicago courtesy of Choose Chicago and Cesar Russ Photography.
Mastering Practice Success
Registration Form

April 26-27, 2013
Gleacher Center
450 North Cityfront Plaza Drive
Chicago, IL 60611

HOW TO REGISTER
• Web: GoToAPro.org
• Mail: ACP 5198 Eagle Way, Chicago, IL 60678-5198
• Fax: (312) 573-1257

ATTENDEE INFORMATION (Please print clearly)

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Phone

Fax

Email

COURSE REGISTRATION FEES
Prices will increase by $100 after April 1

- Member: $895
- Non-Member: $995
- Office Staff: $495

Special Needs - If you have a disability as defined by the American Disabilities Act that requires special needs, accommodations or requirements, please check the box and you will be contacted by the ACP.

METHOD OF PAYMENT

- Check enclosed (payable to American College of Prosthodontists)
- Visa
- Mastercard
- American Express

Card No.

Exp. Date

Card Holder Signature

By registering for this event, you grant the ACP permission to photograph, video or otherwise capture your likeness and use for future promotional purposes.