

2020 NWADDS ANNUAL MEETING REGISTRATION

The Insider's Guide to Dental Practice Success

Guest Speakers – Dr. Richard Madow and Dr. David Madow

Friday, May 1, 2020
8:00 am – 4:00 pm
Vendor Reception 4:00 – 6:00
Fayetteville Town Center – Fayetteville, Arkansas

DDS REGISTRATION

Members \$150 - Non-members \$200

Practice Name: _____

DDS Attending: _____

Number of DDS attending: _____ @ \$150 per = \$ _____
(Make check payable to NWADDS)

Non-member DDS attending: _____ @ \$200 per = \$ _____
(Make check payable to NWADDS)

Office Phone: _____

E-Mail: _____

STAFF REGISTRATION

No Charge to staff

Number of staff attending: _____ (no limit)

Name(s) of staff attending: _____

Mail check (and form) to: Dr. Wes Shelton 2001 Green Acres Road Fayetteville, AR 72703
FAX completed form to: (479) 521-0164
E-Mail completed form to: Erika.arperio@gmail.com

The Madow Center

for DENTAL PRACTICE SUCCESS



Richard H. Madow, D.D.S.
David M. Madow, D.D.S.

In 1989, Dr. Richard Madow and Dr. David Madow founded The Madow Center for Dental Practice Success with the goal of helping their fellow dentists achieve success and happiness in their practices. Having been named “Leaders in Dental Consulting” by Dentistry Today for many years running, their seminars, publications, and articles are some of the most popular in the dental profession.

Dentists and teams all across the country have counted on Madow Success Coaching, a one-on-one opportunity to gain truly individualized advice leading to practice growth, higher revenues and income, and increased enjoyment of dentistry. Whether it's getting more new patients, retaining current patients, increased treatment plan acceptance, establishing a vibrant perio program, setting and achieving practice goals, reducing practice stress, or anything else, Madow Success Coaching can help!

Rich and Dave have lectured to standing room only crowds in practically every major city in The United States, Canada and beyond. Known for their hilarious, spontaneous style and content packed programs, they love teaching dentists and team members how to enjoy their careers, super charge their practices, define and create their own personal success, increase profitability, and have more fun than ever before.

From live productions to incredibly creative continuing education and individual practice coaching, The Madow Brothers are two real dentists who have experienced incredible success and are serious about helping others do the same. Check them out at www.madow.com.

The Madow Center for DENTAL PRACTICE SUCCESS

“The Insider’s Guide to Dental Practice Success!”

This fun, fast-paced course is perfect for all doctors, team members and spouses who want to easily and predictably take their practice to a level they never thought possible! It’s filled with incredibly usable content, and the Madow’s fun presentation style make it unlike any other dental seminar! The Madow Brothers make sure that every single dentist and team member in the audience learns the secrets of delivering better patient care, practice growth, profitability, and fulfillment in the profession of dentistry while having an enjoyable day. Practically every attendee reports that a Madow Brothers seminar was the best day they have ever spent in dentistry!

Here are some highlights of The Insider’s Guide to Dental Practice Success:

- “Run with the Ball” new patient acquisition techniques that you won’t hear anywhere else!
- Simple ways to raise the average value of every patient in your practice!
- How to get patients to ASK YOU for whitening and other cosmetic procedures!
- What to say at the end of every phone call to get the patient off the phone and into the appointment book. Hint: It is NOT “Would you like to make an appointment?”
- Why purchasing expensive equipment or doing an office makeover will not bring more production to your practice – and what really will!!
- You are turning new patients away and don’t even know it – here’s how to put an end to that!
- How to get local business owners to promote your practice for free!
- One thing you should NEVER discuss on the phone! It’s not fees, insurance, and has nothing to do with HIPAA!
- How to easily fill those pesky last-minute cancellations 90% of the time!
- The secrets to keeping your schedule on time. NEVER run late again!
- The one thing you should NEVER ask a patient when presenting treatment. So why do all the fancy-pants courses tell you to do this??
- Is your practice “Calibrated?” If not, you are losing patients and treatment. We’ll show you how to do it!
- The best (and worst) ways to use video to promote your practice!
- Finally – the secrets to the no pressure, easy-to-present, \$20,000 treatment plan! YES!!
- The internet sites you must claim NOW! (They may not be what you think!)
- How “doing what you love” can translate to huge practice success!
- How to prevent the biggest hiring mistake and finally have the best team ever!
- So much more!!

Course Objectives:

1. Every dentist and team member will gain the knowledge to increase productivity while enjoying their profession more than ever before
2. Practices will learn how to increase new patient numbers significantly and deliver better customer service to their existing patients.
3. Dental teams will become educated with better communication skills; more able to function as a true team and love their career.
4. Attendees will develop specific strategies for preventing and filling cancellations and learn how to keep the schedule full when these events take place.
5. Treatment plan presentation strategies will be explained in a way to increase the success of every attendee.

This course is recommended for ALL dental professionals and staff members