

Join us for our most renowned Continuing Education workshop.

## Leadership, Growth and Team Building

The *Leadership, Growth and Team Building* workshop has transformed thousands of dental practices into successful, efficient businesses with happy patients, productive teams and effective dentists.

This powerful workshop is led by some of the leading and foremost strategic coaches in the dental industry. It is designed for a practice owner, his/her spouse and office administrator or treatment coordinator to attend together, and promises to be both valuable and memorable.

### You and your team will learn strategies to:

- Create an environment for optimal growth and satisfaction
- Form an energized, efficient team that works collectively toward a common goal
- Create a new patient experience that fosters respect for and appreciation of the value of your care
- Use talking points with patients that encourage treatment acceptance
- Control overhead and increase productivity
- Treat insurance as a method of payment, not as a method of treatment
- Live in Economic Freedom®



May 20–22, 2011 at the Mercer Advisors Center in Scottsdale, Arizona.

Tuition: Complimentary\*

Call 877.344.6978 today or register online.

"Our first day back from attending Leadership we had a patient accept a case presentation, schedule the appointment and pre-pay the \$3,100 fee before leaving the office — for the first time in 25 years! Talk about complete! My staff has never been so aligned and enthusiastic. I am looking forward to a long-term relationship with your organization."

Dr. John Byers  
Grafton, West Virginia

\*Up to three guests per practice; doctor, office administrator and treatment coordinator recommended; doctor's spouse is also welcomed.

Sponsored by

  
**PATTERSON**  
COMPANIES, INC.

Call 877.344.6978 today or register online at [www.merceradvisors.com/leadership](http://www.merceradvisors.com/leadership)

### WORKSHOP SPEAKERS



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

Lead Faculty of  
Practice Management

Mark graduated from UDM School of Dentistry in 1981, taught Anatomy and Crown and Bridge part time for several years and practiced general dentistry in Rochester, Michigan. 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.



**Gene St. Louis**

Vice President of  
Business Development

Gene St. Louis has spent her 30-year career in dentistry and practice management. She held clinical, office manager and business coordinator positions before becoming a consultant in 1993. In 2001, she founded her own highly successful firm with a team of consultants and hundreds of clients nationwide. She joined her company with Mercer Advisors in 2006 to extend teaching opportunities into Continuing Education workshops.

Speakers subject to change.

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