



Dr. Ron Roncone

- Main speaker

Meet the Orthodontic Practice Development Master. In the words of Dr. Roncone, "Much more is possible than the majority of orthodontists believe. The trick is achieving enjoyment and financial return while working fewer hours without compromising excellent treatment."

Known as the Management/Marketing Guru of Orthodontics, Dr. Ron Roncone has his sights on changing the way you look at your practice. While pioneering many orthodontic innovations, such as long intervals between patient appointments (now today's standard), Dr. Roncone has taught over 1,000 seminars worldwide on how to help other orthodontists realise the full potential of their practice.

Dr. Roncone can help orthodontists achieve greater efficiency, profitability and satisfaction from your practice. Whether it's overcoming the "burnout plateau" of established practices, finding where a new practice fits in the marketplace, differentiating yourself from other providers or working less to achieve more, Dr. Roncone will give you the knowledge you need to thrive in orthodontics.

Guest speaker Jeff Behan



BIO
Founder and Principal, VisionTrust

Jeff Behan is a communications specialist. He is a fun and relevant speaker whose subject matter focuses on internal/external communication, connecting with existing and prospective patients, referral-building and practice branding. Over his career, he has worked with a diverse array of clients including; Major Public Utility Companies, Intel Corp. and Delta Airlines as well as numerous dental and orthodontic companies including Align Technology, Henry Schein andOrmco. He is the principal member of VisionTrust Communications, providing staff training, customized communications tools and consulting with a primary emphasis on orthodontic practice development, including many of the top practices in the world. Jeff is the developer of "TheOrthodontist.com", North American Distributor of Dental ED, Chairman of the Board of VisionTrust International and Vice President of the national board of Smile for a Lifetime.



THE "MASTER" OF MANAGEMENT & MARKETING ORTHODONTICS

Dr. Ron Roncone USA

August
25th - 26th
CAIRNS

Just Short of Perfect
2 Day Orthodontic Practice
Development Program



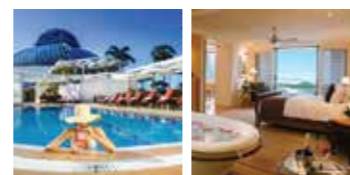
Dental ED

449A Lygon Street
EAST BRUNSWICK VIC 3057
T. +61 (0)3 83000 719
<http://www.dentaledglobal.com>



PULLMAN REEF HOTEL CASINO

35-41 WHARF STREET
CAIRNS QLD 4870 - AUSTRALIA
T. +61 (0)7 4030 8708
<http://www.reefcasino.com.au>



JEFF BEHAN PLAYING TO WIN 24th August	ORTHODONTIST \$750+gst STAFF \$299+gst	DR RON RONCONE JSOP 25 -26th August	ORTHODONTIST \$1,700+gst STAFF \$549+gst	BEHAN + RONCONE PLAYING TO WIN & JSOP 24-26th August	ORTHODONTISTS \$2,325+gst STAFF \$799+gst
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REGISTRATION: www.dentaledglobal.com/courses



Guest Speaker

JEFF BEHAN

Playing To Win:

Keys to Consumer Marketing In Orthodontics

"A must workshop for the whole practice"

24th August

Just Short of Perfect (JSOP)

Discover the Fortune Hidden in Your Practice. Within six months, a typical JSOP participant can increase their revenue by \$55,000. And that's not a typo!

The JSOP Program provides valuable information on topics geared to increase efficiency, productivity, profitability, and helping you reach the maximum potential in your practice.

Like any business, today's orthodontic practice has many moving parts. From clinical treatment to staff training, from sales and marketing, to business planning and execution. All are integral to running a successful practice. Today, and in the future, your mechanics will allow you to manage your practice better.

Yet even the most talented orthodontist can struggle with the non-clinical aspects of practice management. It is not enough to only be a great orthodontist. Today you also need to be great at management and marketing along with running an efficient clinic. This is what the JSOP Program will teach you. For over 40 Years, Dr. Roncone has taught thousands of practitioners the secrets of maximizing their practice's potential.

I. 17 Factors For Growth Success and How to Achieve Them

- 1) Precise Scheduling
- 2) Optimizing Patient Appointment Intervals
 - The vast majority of patients can be seen at 8-14 weeks (the average interval is 10.5 weeks)
 - The total number of visits for full orthodontic treatment should be on average 7 visits
- 3) Managing an Acceptable Rate Of No-Shows
 - Effective ways to decrease the new patient exam no-shows to less than 3%
 - Effective ways to decrease the active patient cancellation/no-show rate to less than 2%
- 4) Building Enrollment Rates
 - How to increase conversion rates from exam to start to 92% of all patients you would like to treat
- 5) An Acceptable Number of Emergency, Extra or Special Appointments
 - The total number of emergency or "special" appointments should not exceed 0.3% of total patient visits
- 6) Limiting the Number of Loose Bonds and Bands
 - You should never have a loose band
 - The number of loose bonds should not exceed 0.2% of all brackets placed
- 7) The Most Efficient Bracket System and Prescriptions
- 8) Precise Bracket Placement
- 9) Consistent, Esthetic And Predictable Treatment Planning
- 10) Fulfilling Treatment Time Goals
 - No more than 2% of patients will go over treatment estimates
- 11) Minimizing Delinquency Rates
 - Your total delinquency rate (30-60-90+) should be less than 1.0% of gross monthly/yearly income
- 12) Overhead Percent Should Be Significantly Low
 - Less than 40%
- 13) JSOP® Communication
 - Superb communication skills in every area
- 14) Team Productivity
 - Production per staff member per year should be \$300,000 at the very minimum.
 - Hiring, training, and keeping great staff
 - How many staff do you need
 - Concepts on how to make it affordable
 - Empowerment and delegation
 - o Inspiring and empowering staff
 - o Finding time for them to do YOUR work
 - Developing AND IMPLEMENTING WORKING SYSTEMS
 - Transforming your practice TO LOWER OVERHEADS AND HIGHER MARGINS
 - Creating the vision, sharing the vision to your team
- 15) A Practice Plan
 - How to develop a well thought out and up to date practice plan.

What orthodontists will win over dentists with patients every time

 - Differentiation OF ORTHODONTICS AND EXTENDED SERVICE DENTISTS CANNOT PROVIDE
 - How to market and to sell to patients
- 16) The Optimal Marketing Plan
 - As with the Practice Plan, it must be well thought out and up to date
- 17) Metrics, Measurement, Monitors
 - Correct daily, monthly and yearly monitors or systems of metrics are an absolute must
 - What system is a must for higher practice returns
 - Technology that matters
 - o 3D (iCat) imaging
 - o Robotic wire bending
 - o Lasers
 - o Propel (MOP and vibration stimulation)
 - o TADS
 - o Aligners

II. The Roncone PhysioDynamicSystem (PDS)

This is not just a bracket prescription but an entire System and Philosophy of orthodontics. As the name implies the basis of the philosophy is grounded in physiological principles, anatomy and functional occlusion. Thousands of cases have been successfully treated with this approach over many years. Certainly there are many techniques which are capable of producing superb results. The key to PDS is simplicity, speed of results, functional occlusion, great "smile lines" and the best faces possible with a minimum of appointments and very little chair time.

The PDS is a six step approach to treatment.

- 1) Achieving full muscle relaxation of head, neck, and face. This is absolutely essential. It is not in any way related to the use of pulse machines or electromyography. It is relatively simple to achieve.
- 2) Superb diagnosis using a checklist method and attention to the "Diagnostic Dozen".
- 3) The PDS Prescription using self-ligating brackets for maximum efficiency only.
- 4) Precise bracket placement.
- 5) Two to three distinct stages of treatment. Knowing when you are finished greatly reduces relapse.
- 6) Post-removal finishing for function and aesthetics.

III. A Mandate For Phase I Treatment

Why "early" treatment should be the standard of care in orthodontics. A case will be made based on philosophy and valid neuromuscular evidence.

- o The maxilla is always more narrow than the mandible
- o Skeletal frontal asymmetry is absolutely routine.
- o What cervical vertebrae have been telling us for years—not what you think.
- o Can airway volume be increased?
- o "Expansion" of both arches in the mixed dentition
- o Why are we treating the "wrong" jaw in Class II cases?
- o Early maxillary distalization mechanics
- o The Roncone PDS hyrax

IV. Temporomandibular Joint Dysfunction—TMD

Most dentists and orthodontists have an aversion to treating TMD patients. Many think these patients are "crazy". In fact, most of them have been misdiagnosed and mistreated. For 40 years I have treated thousands of TMD/MPD patients very successfully. These "pain" patients deserve to be treated. Using sound principles we can easily treat these patients with a simplicity that does not interfere with our orthodontic practice.

The course will discuss:

- 1) Necessary diagnostic records
- 2) Complete examination
- 3) Treatment planning
- 4) Various treatment protocols
- 5) Treatment efficiencies
- 6) Post-TMD treatment options

Testimonial



"Greatest course ever! Simply put, my involvement with Dr. Roncone and JSOP has been career transforming. The course exceeded my expectations in many regards and has given me new insight and energy to persevere for anything the "perfect storm in orthodontics" brings. Because of JSOP, I have a different perspective on how to measure my company's performance, assess problems, and react accordingly. Dr. Roncone's JSOP takes Dr. Roncone's unique insight to achieve clinical efficiency and blends it with a comprehensive M.B.A. program. It truly has life-changing potential and will cost you more money to not take the JSOP course!"

- Dr. David Caggiano JSOP XVII (2012-2013)
Parsippany, New Jersey

"My confidence as a clinician as well as a businessman has skyrocketed thanks to Dr. Roncone and the JSOP course. He presents challenges and solutions to everyday practice management that nobody else will offer. I run a busy 3 office practice and thought I needed an associate to help run things until he showed me how to do it all myself and still have plenty of time to enjoy life and family. His knowledge and expertise is evident as he identifies and solves each and every problem that practitioners face from scheduling, efficiency, quality clinical outcomes, staff management and marketing. There isn't anything now that I feel I can't handle thanks to his leadership principles and I honestly look forward to going to the office every single day to do what I love! Many thanks Dr. Roncone!"

- Dr. Anthony Patel JSOP XXVI (2016)
Keller, Texas



JEFF BEHAN

Title & Abstract:

Playing To Win: Keys To Consumer Marketing In Orthodontics

Everyone knows word-of-mouth (WOM) advertising generates the highest quality leads. Deliver an awesome experience and patients will flock to your door, right? But since the dawn of advertising, there have been countless stories that demonstrate this singular truth: a well-marketed mediocre product will outperform a better product every time (MacDonald's). The best orthodontist can no more escape this reality than can the doctor whose brand is predictable mediocrity. Playing to win means standing out from the crowd so consumers can not only find you among the many choices, but will have a built-in bias to choose you.

24th AUGUST



Mr. Behan will take a deep dive into contemporary ways to differentiate your practice, including:

- Social media ROI
- Search engine visibility
- Competing with Corporates
- Creating marketing editorial calendar

He will also share entertaining and informative "man on the street"-style interviews, demonstrating people's understanding of the difference between dentists and orthodontists, the importance of online reviews, tools to use and much, much more.