

SPEAR

PROFILES IN SUCCESS

“I HAVE ESTABLISHED THE FOUNDATION FOR A GREAT CAREER IN JUST THREE YEARS”

THE RIGHT DIRECTION FOR A NEW DENTIST...

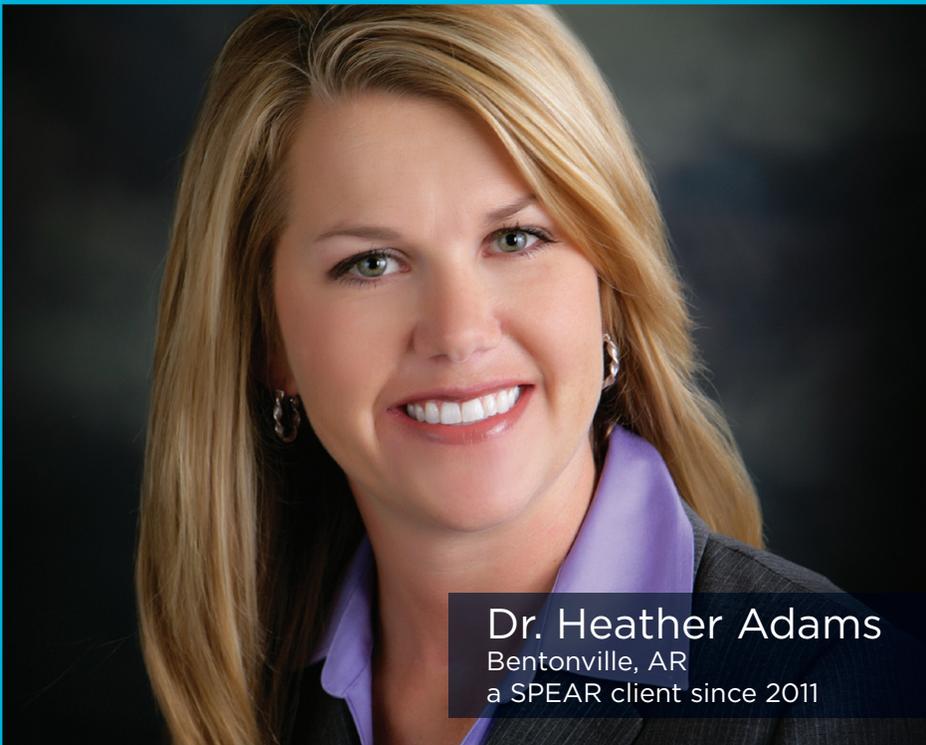
I feel after taking the Facially Generated Treatment Planning workshop that it really set the direction for the way I practice dentistry in the future. That experience allowed me to not only

see dentistry in a whole different way, but it gave me the tools to be able to communicate to my patients in a way that I wasn't able to before. I think it is such a great starting point especially for a new dentist. It's so easy to get pulled around by conflicting advice when you're just starting out, but that workshop is

so focused and so concise about the essence of treatment planning. It has had a huge impact on me. In just three years of practice, I have established the foundation for a great career.

AN INVESTMENT THAT PAYS OFF...

I think some people just look at the cost and the time away from the practice that is required, but from my perspective it has been such a great investment for my career. The ability to diagnose, think and communicate to patients more comprehensively has made a significant difference in my level of enjoyment in my practice. And then knowing that if you need more information there are so many other supportive components with Spear, such as the Faculty Club, and the Study Clubs, and the Digital Campus. There is so much great content online and it is so well organized by



Dr. Heather Adams
Bentonville, AR
a SPEAR client since 2011

Dr. Heather Adams graduated with a degree in Computer Information Systems and was pursuing a career with IBM when she decided to switch tracks and finally join the profession of her dreams—a profession she was introduced to when she worked in a dental office during her college years. She began practicing dentistry in 2010, and became involved with Spear shortly after. It's a relationship she credits with giving her a great start in her dream career, and one she looks forward to developing for years to come.

REAL RESULTS

CASE ACCEPTANCE
HAS IMPROVED
EACH YEAR IN
PRACTICE

TEAM IS ALIGNED

AROUND THE
VALUE OF GREAT
DENTISTRY

AVERAGING 2
CASES A MONTH
OVER \$5000

topic. I tell everyone: if you want to get an idea of what Spear is all about, go to the digital learning courses because they are just phenomenal. Overall, the whole experience is a great environment for a new dentist to become involved with before they let bad habits become entrenched in your daily routines.

CHANGING THE CASE ACCEPTANCE PROCESS...

It's not just that case acceptance has increased; there has also been an increase in the number of patients who are willing to do the full records and work-up and who are willing to sit down with me for 20 or 30 minutes to go over a complete treatment plan. So I am achieving more case acceptance probably because I am now seeing comprehensive treatment options and I have the tools that enable me to be more confident in my treatment recommendations. Often it's about planting seeds. It's not like I go to the Center and then I come back and suddenly all the patients are saying yes. But when I come back I start to think about things differently and I plant the seeds with patients. Then things just start occurring. People start saying yes after you have been talking to them about something for six months or maybe a year.

ON MAKING THE COMMITMENT TO EXCELLENCE...

I had a conversation recently with a dentist who has been practicing for about ten years in my hometown. He was asking me what I was doing in regards to CE, and I told him about my time at Spear. He had just done his first Spear class and he said, "I wish I had done ten years ago what you are doing now, and continued to focus on quality education after finishing dental school." So I tell everyone about it, because I really believe it is career-changing. I think if you wait for the perfect time to commit to something like

this you're never going to find it. There never is a perfect time. I think we are all responsible as professionals to be stewards of learning our entire lives, and you just have to make the commitment to quality continuing education.

THE SPEAR DIFFERENCE...

I have tried other continuing education providers and many of them have really good people, but it is the depth and quality of the content that really makes Spear different. For instance, I found

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ON THE DIFFERENT WAYS OF LEARNING WITH SPEAR...

When I go to a seminar, I "get it" from an intellectual, conceptual perspective. Then when I go to a workshop, I "get it" from a hands-on perspective, and I can start to really understand how it applies to my cases in my practice. And then if you need a refresher after implementing in your practice, or even prior to doing it in your practice, you have the Digital Campus resources there to help you. I pick up so much from the online courses on matters of technique, and it's a great resource to have any time you need it. But if you're focusing on just one element—the seminars, or the workshops, or the online material—you are really not getting the full benefit. It all just fits so well together.

that one Occlusion workshop taught me more than I learned in any number of courses elsewhere. Many people have said this about Spear courses and it is quite true: they are able to take the very complex and make it very simple. They take this vast amount of knowledge that is out there in the dental world and they make it easy to understand and easy to implement.

SEEING MEASURABLE PROGRESS...

As a new dentist my production when I started out was about \$15,000 a month. Now I've had several months of averaging around \$55,000. The beauty of those numbers is I am getting to do the style of dentistry I want to do much more than when I first started. I attribute a lot of that to my ability to be much more comfortable with treatment planning and doing presentations. Going from single-tooth dentistry to doing multiple units, to now doing a few of those complex, large cases every month—Spear has given me the knowledge, the tools, and the confidence to make that progression.

SPEAR

FOR MORE ON THE SEMINARS AND WORKSHOPS THAT MAKE UP THE SPEAR LEARNING CONTINUUM, VISIT SPEAREDUCTION.COM OR CALL **1-866-781-0072**.