

Rebecca Spour

Lisa Phillip, RDH

Dr. Bassel Gebrael

Melaine Layer

Bassam Ghali



FINANCIAL STRATEGIES
FOR GROWTH



MARKETING
AND CASE ACCEPTANCE



TECHNOLOGY PROMISES
AND PITFALLS



THE VIP PATIENT
EXPERIENCE



SEARCH ENGINE
OPTIMIZATION

GROWTH AND PROFIT *for* YOUR PRACTICE

Sunday, November 20th, 2016 at the Trump International Hotel in Toronto.
Transform your practice. Attract more patients. Increase profitability.

BRING
YOUR LAPTOP
HANDS-ON
SEO

How to attract new patients and master maintenance retention strategies

How to communicate treatment plans for greater case acceptance.

Learn to do online keyword research for your dental practice and the most effective keywords for practice growth.

How to check your keyword ranking and how to gather information on other practices in your area.

Learn how emotion and psychology influence practice growth decisions and how to manage downside risk.

Learn tax planning to keep more in pocket and how to credit proof and litigation proof your assets.

How to create a raving fan base by giving patients a VIP experience

How to engage your staff and get them to take ownership of their part in your success.

Learn how not to overspend on dental equipment by comparing actual product specifications.



SCIENCE OF IMPLANTS

THE LATEST FINDINGS IN
IMPLANTOLOGY & PERIODONTOLOGY



BASSEL PAUL GEBRAEL
D.D.S., DIP. PERIO., F.R.C.D.(C)

REGISTRATION FORM

COURSE DATES: Sunday, November 20th, 2016

COURSE TITLE: Growth and Profit for Your Practice

SPEAKERS: Dr. Bassel Gebrael, DDS, Dip. Perio, FRCD(C),
Lisa Philip, RDH, Bassem Ghali, Melanie Layer, Rebecca Spour.

COURSE HOURS: Eligible for 6 RCDSO credits (Category 3)

COURSE LOCATION: Trump International Hotel, 325 Bay Street, Toronto

COURSE FEE: \$595 + 13% HST. Breakfast and lunch included.

AGD Member Discount: Reduced to \$525+13%HST. AGD ID # _____

Early Registration Discount: Reduced to \$525 + 13% HST if you register by October 21, 2016

AUXILIARY STAFF REGISTRATION: \$395 +13% HST each and limited to two staff members per office.



DOCTOR

LAST NAME FIRST NAME

ADDRESS

CITY PROVINCE POST CODE

PHONE NUMBER FAX NUMBER

EMAIL

SCIENCE OF IMPLANTS 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 9/1/2016 - 8/31/2019. Provider ID# 365586



PAYMENT

Please make cheques payable to B. Gebrael Dentistry Prof. Corp.: \$595 + \$64 HST = \$659
(or \$525 + \$55 HST = \$580 for Early Registration or AGD Members) and mail along with the registration form to
SCIENCE OF IMPLANTS, #518-225 Davenport Rd, Toronto, Ontario M5R 3R2

CANCELLATION POLICY: Full Refund if you cancel more than 14 days prior to course start date. 70% refund if you cancel 14 days or less prior to course date. Non-attendance: 50% refund. Withheld fees can be used towards any future SCIENCE OF IMPLANTS course.

CREDIT CARD (VISA OR MASTERCARD NUMBER)

EXPIRATION

You can fax the completed registration form to (519) 941-1639 or scan and email the form to register@scienceofimplants.com

For more course information or to register by phone, please contact Sarah Ellery at (519) 278-6553

Visit us online at **SCIENCEOFIMPLANTS.COM**