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PERMIT #309

Second District Dental Society  
Mrs. Diane Landers  
4146 Old Niles Ferry  
Maryville, TN 37801

**Second District Dental Society  
& Co-Sponsors  
Delta Dental of Tennessee & BonaDent  
Present the  
65th Annual  
Earl Henry Memorial Clinic & Luncheon**

**Featuring  
Dr. Bill Blatchford  
Secrets of Successful Dental  
Practices in Today's Economy**

**Friday October 28, 2011**

**8:00 a.m. Registration  
8:30 a.m. to 4:30 p.m. Program**

**Chemical Dependency  
For one (1) hour Continuing Education Credit  
YOU MUST ATTEND  
THE EARL HENRY PROGRAM TO ATTEND THE  
LUNCH PROGRAM ON CHEMICAL DEPENDENCY**

***Location:*  
Rothchild Conference Center  
8807 Kingston Pike Knoxville, Tennessee  
7 Hours C.E.**

***In Memory of Dr. Earl Henry***

**Dr. Earl Henry, a 1935 U.T. Dental College graduate, was a Lieutenant Commander on the Cruiser, Indianapolis. He gave the supreme sacrifice of his life, when the ship was torpedoed on July 30, 1945. Dr. Henry's peers held him in high esteem for accomplishments in his profession, as well as, artistic achievements in painting.**

# Program Agenda

FRIDAY OCTOBER 28, 2011

8:00-8:30 a.m.	Registration
8:30	Program
10:15	Break
10:30-11:45	Program
11:45	Break
12:00—1:00	Chemical Dependency Speaker Lunch (Included)
1:00	Break
1:15	Program
3:15	Questions & Answers

Drawing for **prizes**/Adjournment

**7 HRS. C.E.  
(6 HRS. C.E. + 1 HR. CHEMICAL DEPENDENCY)**

## **Limited Attendance**

***Bring your Assistants, Hygienists, and Office Staff to hear this outstanding presentation***

***Earl Henry Memorial Committee***

Dr. Nadim Jubran, Chairman  
Dr. Ruth Bailey  
Dr. Mike Mysinger  
Dr. Louis Browning  
Dr. Susan Orwick-Barnes  
Dr. Angie Burns  
Dr. Steve Malone



**Dr. Bill Blatchford** is one of the strongest voices in dentistry today for profitability with special emphasis on increased case acceptance. Working with a maximum of 50 dentists each year, he has coached more than 2500 dental practices from Guam to England to reach their goals. With his

coaching, dentists are increasing their enjoyment of doing dentistry, staying in the game, increasing net return, attracting patients who see the value in the dentistry offered, and developing an enthusiastic staff who enjoy working and are well compensated.

Bill has written two books: Playing Your A Game-Inspirational Coaching to Profitability and Blatchford Blueprints-The Art of Creating Dental Practice Success. Both include histories from doctors and teams who have reached their goals despite obstacles and share how you can reach your goals too. Marketing, sales, knowing the numbers and other important issues are covered in these inspiring books. Bill also writes a monthly column for **Dental Economics**, "Flourishing in Changing Times."

Bill practiced for twenty years in Corvallis, OR., following graduation from Loyola Dental School in 1970. He and his wife, Carolyn, graduated together from Hillsboro High School and remain a strong team today after 42 years of marriage. They are proud that their oldest daughter is following Dad's footsteps by earning her dental degree and opening a dental office in Oregon. Their younger daughter has followed Mom's footsteps as a teacher.

Bill is honored to have been a speaker for major dental conferences such as AACD, Yankee Dental Conference, Chicago MidWinter, British Academy of Cosmetic Dentistry, as well as many other speaking venues.

When time permits, Bill enjoys piloting his amphibious plane, scuba diving, biking, golfing, and boating, although his true passion is coaching dentists to reach their dreams. After 18 years of not practicing clinical dentistry, he has taken up the tools again to reconstruct Carolyn's smile (under Dr. Rhys Spoor watchful eye) and has found that "dentistry is like riding a bicycle," the enjoyment and skill is still there!

## Secrets of Successful Dental Practices in Today's Economy

In this comprehensive full day course, Dr. Blatchford will share strategies to grow your practice, know and control your overhead, obtain a larger net return, and increase case acceptance.

### Growth Strategies

Learn how strong leadership and bold plans will attract new patients. Dr. Blatchford will discuss how marketing and practice acquisition can enhance your client base.

- Structuring marketing so it works for you in your community

The possibility of acquiring an additional existing practice for growth

### Overhead

Net is a choice, not something left over. Dr. Blatchford will discuss tactics for profitability in this new economy.

- Action steps needed to increase your net and decrease your overhead.

- Office budget is not a diet but a MUST for earning more net return
- Efficiency in the practice, including the use of leader's time, absolute block scheduling to a daily goal, team involvement and trainings in sales, service and success

### Increased Net Return

Dr. Blatchford will demonstrate that a focus on the net can produce exceptional dentistry at 45-55% overhead. Understand how big picture thinking can move your practice to "wow" service and patient care. You will learn:

- Which numbers you and change and what stops you
- How you can be effective and still accept insurance
- Hygiene's biggest and best contribution to numbers

How team members can increase their paychecks and have more time off with pay

### Sales Challenge

Dr. Blatchford will share how all people make decisions. He will show you how to enjoy conversations with patients which allow them to express their dreams, values and challenges. He will share important shifts in thinking and pitfalls of where we stumble. Dr. Blatchford will help you develop a path of much greater sales acceptance by reviewing:

Double and triple your case acceptance with larger cases

- Use the concept of "fries with your burger"

Have every member of your team totally involved in sales

**Blatchford Solutions 724 NW Federal Street Bend, OR 97701**  
**888-977-4600 www.blatchford.com**

## Friday, October 28, 2011 Registration

Your registration fees include all handout materials, breakfast, lunch, and breaks. If you must cancel your registration after September 23, 2011 there will be a cancellation fee of \$25.00 to cover all costs incurred.

***please list all names of attendees***

Names: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Office Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

***Make checks payable to:***  
**Second District Dental Society**  
**4146 Old Niles Ferry Maryville, TN. 37801**

Fee: \_\_\_\_\_ \$150 SDDS Member Dentist  
 \_\_\_\_\_ \$350 Non-Member Dentist of SDDS  
 \_\_\_\_\_ \$75 Staff Member  
 \_\_\_\_\_ \$50 SDDS Retired Life Member

This program has been approved for Continuing Education Credit.  
**\*\*C.E. certificates will be handed out at the completion of the Earl Henry Program.\*\***

You can receive 7 hours credit toward meeting  
 A.G.D. and A.C.E. requirements

***Confirmations will NOT be mailed***