MASTERSHIP PROGRAM

The dental profession is aware of the fact that most dentists graduate with no knowledge of how to run an effective and successful dental practice. The objective of dental school education is to ensure that the graduating dentist has adequate clinical skills. Unfortunately this alone does not guarantee financial success in practice. To meet the needs of the profession, general dentists must take courses on practice management as well as to increase the skills in 3 areas that were not taught in most dental schools including:

1. Early Treatment Orthodontics
2. Temporomandibular Joint Dysfunction
3. Snoring and Sleep Apnea

Dr. Brock Rondeau and Scott Manning, MBA have decided to run a joint course together to try and solve this problem. In their view the dentist of the future must have these skills in order to thrive and indeed survive in the future.

This course will create a “Super Dentist” who is capable of managing an effective and profitable practice while learning to add new services to the existing practice including orthodontics for children and adults, diagnosis and treatment of patients with temporomandibular joint problems, and the diagnosis and treatment of patients with snoring and sleep apnea with comfortable oral appliances.

Take decisive action now to expand your practice, increase your income and ensure your continued success. You’ll join the ranks of over 23,000 dentists who’ve attended Dr. Rondeau’s courses.

Register Now to Attend the Inaugural Mastership Program in 2018*
1-877-372-7625 // RondeauSeminars.com

*Limited Number of Applicants Accepted
The Mastership Program

Mr. Jack Trout has written an interesting book entitled, “Differentiate or Die”. Dentists who want to thrive and in fact survive in the future need to add more services that patients want.

Most dental schools do not offer courses on how to run an efficient dental practice. This “unique new course” will teach dentists how to effectively manage their practice using well tested techniques that Scott Manning and his team have successfully incorporated.

This course will help recession proof your practice for the future.

Dr. Rondeau’s Online Courses

Participants will be attending the live course but will also receive access to the online courses to help reinforce the enormous amount of information presented.

Continuing Education Credits

This course is recognized by the Academy of General Dentistry (AGD) for continuing education credits.

Level I
Live courses, 5 Sessions, 10 days
70 Hours Lecture
76 Hours Participation (after completion of all Lab Exercises)
146 TOTAL HOURS

Online Course, 5 Sessions
76 Hours Self Instructional

Level II
Live courses, 5 Sessions, 10 days
42 Hours Lecture
28 Hours Participation
70 TOTAL HOURS

Online Course, 2 Sessions
34 Hours Self Instructional
2 Free Staff Members

Dentists are encouraged to bring 2 staff members at no charge. Motivated staff members are essential to help educate parents and patients regarding the advantages of early orthodontic treatment for children. A well trained and motivated staff is the key for the successful integration of orthodontics, orthopedics, TMD and Snoring and Sleep Apnea into a general dental practice.

Increase Income

Why refer out 50 orthodontic patients a year at $5,500 per case when you can retain $275,000 within your practice? Participants will be encouraged to start 5 simple orthodontic cases during the course that provide them with income to pay for the course.

Hands On Lab Exercises: Level I

Participants will trace 14 cephalometric x-rays, place brackets and wires on typodonts, prepare complete records for 5 orthodontic cases, bend sectional archwires and utility arches, rocking chair curves, step-up, step-down bends and learn to adjust clasps on functional appliances.

Reasons To Take This Course

- 75% of children under age 12 need orthodontic treatment
- American Dental Association states that 34% of the population has TM Dysfunction
- Over 50% of men over 50 snore, 20% have sleep apnea

FREE Case Diagnosis

Course participants can bring their new or progress orthodontic cases to the course for free diagnosis. Participants will be encouraged to take comprehensive records for each case and following a careful evaluation of all aspects of the case to only treatment simple cases. Complex cases will be referred to an orthodontist colleague.
Level I, Introduction to Orthodontics Session #1

Clinical Skill: Level I Introduction to Orthodontics

Level I Schedule
Orthodontics: Friday and Saturday from 8:00 am to 4:00 pm
Scott Manning: Friday and Saturday from 4:30 pm to 7:00 pm
Sunday from 8:00 am to 1:00 pm

All courses will include extensive course manuals.

The purpose of this comprehensive program is to teach general dentists how to diagnose and treat simple orthodontic cases.

- Early Orthodontic Treatment
- Diagnostic Records
- Introduction to Cephalometrics
- Habit Breaking Appliances
- Removable Expansion Appliances
- Fixed Expansion Appliances
- Molar Distalization Appliances
- Myobrace
- Informed Consent
- Financial Agreements

Also includes:
Level I, 4 session online course [FREE] VALUE: $4,000
132 Hours Self-Instructional
(upon completion of all lab exercises)

Diagnosis and Treatment of TM Dysfunction online course [FREE] VALUE: $1,295
20 Hours Self-Instructional

TOTAL VALUE: $5,295

Practice Management Skill: Goals, Clarity of Purpose, Defining Success

This session explains how to achieve actionable clarity in your goals and your ultimate definition of success. Without this level of clarity, your practice will continue to struggle against conflicting motivations, strategies, and desired outcomes. Upon completion of this session, participants will be able to do the following:

1. Understand and manage the delicate 3-part balancing act inherent to the Triangle of Practice Success.
2. Learn how to implement necessary changes based on clearly defined objectives and goals.
3. Achieve total clarity on how your practice goals and philosophy of care work together.
4. Identify a clear, compelling and detailed vision for your practice 12 months from today.
Clinical Skill: Introduction to Straight Wire Orthodontics, Class II Malocclusions

This session focuses on the introduction to straight wire orthodontics:

- Four stages straightwire technique
- Summary of archwires
- Sectional archwire
- Tying, separators
- Open and closed coils
- Elastics, powerchain
- Class II malocclusions
- Rick-A-Nator
- Twin Block
- Carrière Motion Appliance
- Banding of molars
- Hands on placement of orthodontic brackets and wire on typodonts

Practice Management Skill: Reverse Engineering for Growth and Profit

This session covers how to accelerate the speed at which you get to your Ideal Practice. It involves a thorough, step-by-step process that starts with your top priority goals and objectives and then works backwards to establish a practical plan of implementation. Upon completion of this session, participants will be able to do the following:

1. Recognize the most critical aspects of the goals established for their “Ideal Practice” vision.

2. Calculate their practice’s IDEAL NUMBER based on desired production levels, vacation days, optimal schedule, and long term wealth targets.

3. Understand how to double their daily production number without doubling the amount of patient traffic through the schedule.

4. Implement a daily “scoreboard” that provides ongoing tracking of results measured against baseline practice objectives.
Clinical Skill: Importance of TMJ in Orthodontics, Class III Malocclusions

- Class III malocclusions
- Anterior Sagittal Appliance
- Tandem Appliance
- Airways, Role of mouthbreathing causing malocclusions
- Utility arches to intrude incisors

- Joint Vibration Analysis to diagnose internal derangement of TMJ
- Different types of splints
- Phase I Stabilize the TMJ (Splint Therapy)
- Phase II Orthodontic Case Finishing

Practice Management Skill: Building an Ideal Practice

This session covers the 7 key elements you need to have in place in order to establish an “Ideal Practice.” The key here is that no two practices are the same – these 7 keys enable you to customize your practice in a way that best fits with your goals, purpose, and vision of success. Upon completion of this session, participants will be able to do the following:

1. Identify all 7 elements of an Ideal Practice and understand how it relates to each individual’s own unique practice.

2. Learn the key concepts associated with each element and relate them to their own specific practice goals and objectives.

3. Distinguish the core differences between doing “Volume Dentistry” versus “Ideal Dentistry” and why one approach offers significant advantages over the other.

4. Learn how to apply each of these 7 elements as part of an integrated strategic direction for the daily operation of the practice.
**Clinical Skill:** Case Finishing, Retention

- Fixed molar distalization appliances
- Non-surgical treatment of open bite cases
- How to diagnose vertical problems
- How to control vertical problems
- Clear braces, advantages and techniques
- Indications for extraction of second molars
- MARA appliance (Fixed Mandibular Anterior Repositioning Appliance)
- Air rotor slenderizing
- Eruption of impacted cuspids
- Case finishing
- Snoring and sleep apnea
- Fixed functional appliances, self activating nickel titanium coil springs
- Clear aligners

**Practice Management Skill:** Team Transformation and Empowerment

This session covers the powerful results your practice will experience by following some simple, easy-to-implement team development strategies. A special focus will be given to the concept of personal empowerment and how “flipping the switch” on your corporate culture from a “employee” model to an “empowerment” model can not only improve morale, but also generate significant new opportunities and profit. Upon completion of this session, participants will be able to do the following:

1. Understand the 4 key elements to team empowerment and how to put them into action.

2. Speak to the different core beliefs that each team member has in a way that’s both affirming and operationally effective.

3. Identify how to embrace a total transformation of your practice’s team environment without creating additional workload for yourself or anyone else.

4. Implement the necessary core decisions to achieve the proper balances between individual flexibility, personal initiative, and managerial control.
Clinical Skill: Level I, Diagnosis and Treatment of TMD

Dentists have the prime responsibility to treat the common disorder that affects 34% of the population. Patients that present with structural problems such as anteriorly displaced discs (clicking jaws) need to wear a lower splint to stabilize the TMJ. As many as 80% of headaches are caused by clicking jaws and clenching and bruxing.

- Anatomy of the TM Joint
- Muscles of mastication
- Clinical examination
- Joint Vibration Analysis (JVA)
- TMJ X-rays, Tomograms, CT
- Five stages of Internal Derangement
- Five types of splints
- Extra capsular problems
- How to file insurance claims for TMD
- Internal marketing for TMJ practices
- External marketing for TMJ practices

Practice Management Skill: Understanding Patient Psychology

During this session, participants will gain a deeper understanding of how to “speak patient” and to get people engaged in their own dentistry. This includes specific methods, steps, systems, and strategies to close the gap on patients leaving without scheduling treatment. Upon completion of this session, participants will be able to do the following:

1. Through the art of asking questions, you will be able to uncover the buying signals of patients and get them involved in their treatment planning.

2. Put to use specific transition statements to get an existing patient committed and ready to move forward with the treatment you recommend.

3. Implement the 9 part matrix of Patient Psychology that allows your patients to understand and request the whole treatment plan.

4. Utilize the most effective step-by-step approach to revealing your patients’ deepest health needs that lead to more life-changing dentistry.
Session #1 [Advanced]

Clinical Skill: Level II Advanced Orthodontic Course

Level II Schedule
Level II lecture: Friday and Saturday from 8:00 am to 12:00 pm
Level II Case Diagnosis: Friday and Saturday from 1:00 pm to 4:00 pm
Scott Manning: Friday and Saturday from 4:30 pm to 7:00 pm
Sunday from 8:00 am to 1:00 pm

All courses will include extensive course manuals.

Day #1: Live Course (8 Cases shown start to finish)
This session will concentrate on showing orthodontic cases that demonstrate various techniques that assist general dentists in finishing their cases.
- Double arch mechanics
- Technique for erupting mesially inclined second molars
- Methods to intrude incisors
- Carrière Motion Appliance
- Extruding molars and bicuspids
- Eruption of impacted canines
- Self-Ligating brackets (Carrière), Treatment time can be reduced by 4-6 months with low friction, self-ligating brackets.

Day#2: Advanced Orthodontic Study Club
Course participants will bring in their new and progress cases on a flashdrive and present them to the study club. Course participants will be able to get help with the diagnosis and treatment of their cases and also be able to see over 50 other cases presented by other dentists. This should greatly enhance each participant’s ability to diagnose and treatment plan numerous orthodontic-TMJ cases.

Practice Management Skill: Goals, Clarity of Purpose, Defining Success

This session explains how to achieve actionable clarity in your goals and your ultimate definition of success. Without this level of clarity, your practice will continue to struggle against conflicting motivations, strategies, and desired outcomes. Upon completion of this session, participants will be able to do the following:

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4. Identify a clear, compelling and detailed vision for your practice 12 months from today.
Session #2 [Advanced]

Clinical Skill: Level II Advanced Orthodontic Course

Day #1: Live Course (8 Cases shown start to finish)

- Clear brackets for adults, Neoluent Plus
- Clear aligners (Invisalign)
- Case Finishing
- Class II malocclusions
- MARA appliance
- Rick-A-Nator
- Carrière Motion Appliance
- Pre-torqued archwire to torque incisors

Day #2: Advanced Orthodontic Study Club

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4. Implement a daily “scoreboard” that provides ongoing tracking of results measured against baseline practice objectives.
Session #3 [Advanced]

Clinical Skill: Level II Advanced Orthodontic Course

Day #1: Live Course (8 Cases shown start to finish)
- How to correct dental midlines
- How to correct facial asymmetries
- Technique for closing spaces
- Correcting deep overbites, incisal ramps and composite buildups
- How to level the occlusal plane
- DLX broad archform to expand the arches
- Extraction cases
- Class III malocclusions
- Removable Anterior Sagittal
- Fixed Anterior Sagittal
- Tandem appliance

Day #2: Advanced Orthodontic Study Club

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3. Distinguish the core differences between doing “Volume Dentistry” versus “Ideal Dentistry” and why one approach offers significant advantages over the other.
4. Learn how to apply each of these 7 elements as part of an integrated strategic direction for the daily operation of the practice.

2018 MASTERSHIP PROGRAM

Rondeau Seminars
The Leader in Dental Continuing Education
Session #4 [Advanced]

**Clinical Skill:** Level II Advanced Orthodontic Course

Day #1: Live Course (8 Cases shown start to finish)
- Correction of Class II and Class III molar relationship
- Different combinations of elastics and composite buildups to level the occlusal plane
- How to correct rotations using power chain and lingual buttons
- Indications and technique for slenderizing anterior and posterior teeth
- Different types of retainers

- Mini Implants, TADS (Temporary Anchorage Devices)
  - Close anterior open bites
  - Retraction of cuspids
  - Uprighting mesially inclined molars
  - Intrusion of incisors (gummy smile)
  - Move lower second molars mesially

Day #2: Advanced Orthodontic Study Club
Course participants will bring in their new and progress cases on a flashdrive and present them to the study club. Course participants will be able to get help with the diagnosis and treatment of their cases and also be able to see over 50 other cases presented by other dentists.

**Practice Management Skill:** Team Transformation and Empowerment

This session covers the powerful results your practice will experience by following some simple, easy-to-implement team development strategies. A special focus will be given to the concept of personal empowerment and how “flipping the switch” on your corporate culture from a “employee” model to an “empowerment” model can not only improve morale, but also generate significant new opportunities and profit. Upon completion of this session, participants will be able to do the following:

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3. Identify how to embrace a total transformation of your practice’s team environment without creating additional workload for yourself or anyone else.
4. Implement the necessary core decisions to achieve the proper balances between individual flexibility, personal initiative, and managerial control.
Session #5 [Advanced]

Clinical Skill: Snoring and Sleep Apnea

This introductory 2 day course will discuss the diagnosis and treatment of patients with sleep disorders, including snoring and sleep apnea. The dentists can be one of the primary care providers for mild to moderate cases of obstructive sleep apnea. The course includes an extensive course manual to educate dentists in this area and prepare them to achieve their certification in the American Academy of Dental Sleep Medicine.

Dentists who have knowledge of airways, functional appliances and TM dysfunction are ideally suited to provide oral appliance therapy. This course will increase the size of your practice and assist you with providing an important health service for your patients young and old.

Many patients are prescribed a CPAP device, which is an air compressor that forces air up the nose in order to open the airway. While the CPAP is successful, 60% of patients are non compliant after one year. Patients much prefer to wear an oral appliance that repositions the lower jaw and the tongue forward, which opens up the airway. Patient compliance with oral appliances is over 90% in our practice.

In the January 2006 issue of the medical journal Sleep, the American Academy of Sleep Medicine recommended that oral appliances be the first treatment option for patients with mild to moderate sleep apnea. This has created an excellent opportunity for dentists who want to offer oral appliance therapy to their patients to significantly improve the health of these patients. It has been estimated that 90 million people in North America have sleep disorders and as many as 24 million suffer from obstructive sleep apnea. This is a serious health problem which increases the risk of high blood pressure, heart attack, stroke, type II diabetes, and gerd.

In this course, you will gain basic step-by-step information on snoring and sleep apnea. You will obtain a clear understanding of this disorder so you will be able to communicate effectively with patients regarding snoring and sleep apnea.

- Sleep apnea symptoms and causes
- Sleep examinations and forms
- Hospital sleep studies (Polysomnogram)
- ARES – Home sleep study
- Different sleep cycles
- Summary of sleep disorders
- CPAP – Continuous Positive Air Pressure
- Surgical solutions for sleep apnea
- Comparison of different oral appliances
- Marketing your sleep practice
- Sample reports to sleep specialists, MDs, dentists, and E.N.T.s
- How to bill insurance companies
Session #5 [Advanced] Continued...

Practice Management Skill: Understanding Patient Psychology

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3. Implement the 9 part matrix of Patient Psychology that allows your patients to understand and request the whole treatment plan.

4. Utilize the most effective step-by-step approach to revealing your patients' deepest health needs that lead to more life-changing dentistry.

Bonus: As a special bonus, you’ll also receive The “Scott Manning Practice Liberation Library”— books by Scott Manning that the top earning dentists have relied on as the foundational blueprints to both their financial and personal success.

Books Included:

- Dental Associate Success
- Dental Super Powers
- The Dental Practice Shift
- The Five Golden Rings Dental Practice Referral System
- Dental Team Transformation

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2018 MASTERSHIP PROGRAM

LEVEL I, INTRODUCTORY COURSE
LEVEL II, ADVANCED COURSE

Mastership Program Dates

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<td>Session #1</td>
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2019 course dates TBA

The Mastership Program Fee is $3,500 per session (3 days each). 2 Staff members may attend at no charge.

Mastership Program Location

Each Mastership Program Session will happen in memorable Nashville, Tennessee. What better, more interesting, and fun city to go to than Music City? Plus, it's centrally located in the U.S. with many direct flights in and out every day.
2018 MASTERSHIP PROGRAM


Dr. Brock Rondeau is a Diplomate of the International Board of Orthodontics, Diplomate American Board of Craniofacial Pain, Diplomate-Academy of Clinical Sleep Disorders Disciplines, Diplomate American Board of Dental Sleep Medicine, Diplomate American Board of Craniofacial Dental Sleep Medicine, Master Senior Certified Instructor for the International Association for Orthodontics and was awarded the IAO’s highest honor - the Leon Pinker Award and Duane Stanford Award. He has published over 30 articles and numerous videos on orthodontics and is also a contributing editor for the Journal of Clinical Pediatric Dentistry and the Journal of General Orthodontics.

Dr. Rondeau is one of North America’s most sought after clinicians whose practice is limited to the treatment of patients with orthodontic, orthopedic, TMJ and snoring and sleep apnea problems for the past 30 years.

His expertise in teaching, combined with his insatiable thirst for knowledge in the orthodontic arena has pushed Dr. Rondeau to the very top of the orthodontic/orthopedic lecture circuit. He is without a doubt perhaps the most prolific speaker on the topic of functional orthodontic treatment.

COMMENTS:

“This course literally changed my life. I am now working less, making more money, loving every minute of it.” - Dr. T. Grant

“I can’t imagine practicing dentistry without taking this course. Dr. Rondeau has given me the tools to allow patients to get comprehensive treatment in my office with early and accurate diagnosis. It’s a win-win for patients and doctors.” - Dr. S. Dimarino

SCOTT J MANNING, MBA

Scott Manning has dedicated the last 10+ years of his career to helping dentists across North America create successful businesses based around their values and goals - with a focus on transforming Dental Practices in order to maximize the degree to which Dentists experience happiness, fulfillment, and of course, profits.

Scott has emerged as a recognized industry expert, helping countless Dental Practices grow and streamline their processes, improve patient happiness and retention rates, boost team member morale, and increase productivity.

He’s the author of multiple books, including The Dental Practice Shift: How To Avoid The 7 Deadly Sins That Sabotage Your Profit, Peace of Mind, and Production Growth.

Scott has created specialized formulas and protocols that form what he calls the Practice Profit Blueprints - a suite of integrated business systems designed to help Dentists achieve maximum leverage of their time in the office, while keeping their schedules filled up with the right kind of patients.

COMMENTS:

“The question is, what league do you want to play in? Do you want to be a minor league professional or do you want to play for the Yankees? Do you see yourself as a utility infielder on a Class A team or are you going to strive to make the majors? That’s what we’re doing with Scott.” - Dr. Ferris

“So my advice to anyone would be if you have a lot of ideas and you know you want to do more ... having a business mentor like Scott is what you need.” - Dr. Klauer