

WHAT EVERY DENTIST NEEDS TO KNOW

There is no way that dental school can prepare dentists for all of the challenges that will come their way while practicing dentistry.

Described by some as “dramatic”, Dr. Bill Simon’s dental career has included its share of challenging situations. including multiple fee-for-service and Medicaid practices, moves, build outs, space-sharing, practice acquisition, associates, recovery from a major office fire, embezzlement, robbery at gun point *and more!* Drawing from his 35 years of experience in practice ownership, this course is designed for the new dentist – and those with many years of experience – and offers an entertaining and informative look at the ever changing world of private practice dentistry.

Learn what to consider when buying or starting a new practice, what to look for in an associateship or an associate, practice ownership and management principles, office design and build out concepts, marketing tips, technology to consider, choosing a dental laboratory, referring to specialists, financial planning concerns, and risk management.

This course also illuminates some of the unforeseen challenges that dentists encounter along the way. Attendees will appreciate the pearls of wisdom shared and common mistakes avoided when they apply Dr. Simon’s lessons and position themselves for greater success in dentistry!



What Dental Students Need to Know

Customized for the third and fourth year student.

This presentation helps students understand their options as they embark on their career in dentistry and offers answers to **questions that dental students frequently ask.**

What Dental Practice Administrators Need to Know

Customized for the office manager/administrator. This presentation helps practice managers Increase communication skills, boost efficiency, build a stronger partnership with owner/doctor, and develop a team of self-directed leaders and offers answers to **questions that dental office managers frequently ask.**

Learning Objectives - Mix & Match to customize a presentation for your next meeting!

- **Historical Perspective on Dentistry** – where dentistry has been/is going
- **Associateship vs. Ownership** – understand advantages / disadvantages
- What to look for when hiring an **Associate**
- **Office Design** – considerations/tips for creating optimum outcomes
- **Financial Planning** – estate, retirement and insurance planning concerns
- **Practice Management** – responding to challenges while advancing team/leadership
- The role of the **Office Manager** in practice success
- **Marketing** – internal/external strategies and activities
- **New Technology** – evaluating options/their impact on patient perceptions
- **Choosing a Dental Laboratory** – assessing lab choices to determine best fit
- **Referring to Specialists** – building strong referral relationships
- **Risk Management** – understand various issues/compliance guidelines
- **Resources** and tools to boost your success
- The benefits of **Involvement in Organized Dentistry**
- Building a strong, cohesive **team** and a feel-good **culture**
- Other **Pearls of Wisdom ...and much more!**

Suggested Format: Full or Half-Day; Lecture, Workshop, Keynote

Suggested Audience: Dentists, Dental Students, Practice Managers



THE
NEW DENTIST ADVISOR
— DR. WILLIAM SIMON —

William A. Simon, DMD • (708) 715-3899

Bill@newdentistadvisor.com

www.newdentistadvisor.com

MEET DR. BILL SIMON

Mired in *debt, fear, and uncertainty*,
new dentists are graduating with *little* idea of
how to get a good job or run a dental practice.



Dr. Bill Simon's 35 year dental career has included its share of challenging situations. Starting as an associate in a run-down Medicaid practice, Dr. Simon grew to become the sole owner of 2 highly successful multi-doctor practices. His experience includes **6 build outs, 9 locations, 4 space-sharing arrangements, 1 practice acquisition and over 25 associates.** He experienced **a lost lease, an embezzlement scheme, robbery at gun point,** and a **major fire** after which the team worked out of 3 offices before settling into an abandoned dental office while he rebuilt. *The fourth month after the fire,* Dr. Simon's practice had the **best production month in practice history.**

These experiences, coupled with Dr. Simon's passion to help dentists succeed, have inspired him to speak to and mentor dentists. Sharing experiences and imparting lessons in leadership, communication and practice management principles, Dr. Simon encourages dentists and dental students with the knowledge and hope they need to allay their fears and facilitate their success.

EXTENSIVE EXPERIENCE

Dr. Simon is a practicing dentist and owner of multiple practices in Chicago. He is a member of the American Dental Association, the Illinois State Dental Society, and the Chicago Dental Society. He is on the leadership ladder of the Chicago Dental Society's Northside Branch and is the current Chair of the Illinois State Dental Society's Access to Care Committee.

GIVING BACK

Dr. Simon volunteers his time to charitable causes including the Illinois Foundation of Dentistry for the Handicapped, Dental Lifeline Network and the Old Irving Park Free Health Clinic. He also volunteers his time to mentor dental and undergraduate students through various intern and externship program opportunities in his practice.



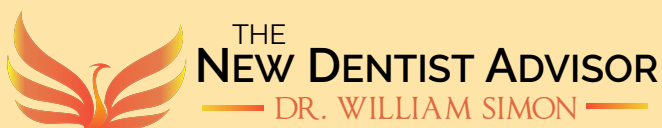
Presentations (Partial Listing)

- American Association of Dental Office Managers
- Chicago Dental Society Northside Branch
- Chicago MidWinter Meeting (*multiple*)
- Columbia University
- Indiana Dental Association & IU School of Dentistry
- Maine Dental Association

- Michigan Dental Association
- Montana Dental Association
- Rocky Mountain Dental Convention
- South Dakota Dental Association
- Star of the South
- West Virginia Dental Association
- Western Regional Dental Experience

Dr. Simon has been published in:

- AADOM Observer
- Inside Dentistry
- Pennsylvania AGD Keystone Explorer
- The Dental Tribune (Canada)
- Modern Dental Business



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“ Dr. Simon's tools for running a successful practice were outstanding. His advice was very helpful in opening my eyes to the reality of becoming a well-respected and responsible practice owner.