

# Evidence Based Practice Solutions: Improving Case Acceptance

Proudly Featuring: Dr. Mark T. Murphy

**DATE:** December 15, 2011

**LOCATION:** Carmel, IN

**VENUE**

J. Razzo's Italian Restaurant  
& Wine Bar  
12501 North Meridian St.  
Carmel, IN 46032  
Phone: 317.844.9333  
www.jrazzos.com

**COURSE FEE**

\$60 (dinner included)

**CE**

3 CE Units

**SCHEDULE**

- Dinner 5:30pm
- Lecture 6:00–9:00pm

**RSVP BY**

December 7, 2011

**REGISTER EARLY,  
SEATING IS LIMITED!**

Either complete this registration form and fax to 765.288.1738 or contact Kim Mitch at 800.767.5303

**CANCELLATION POLICY**

No charge for cancellations if contacted by December 7, 2011. There is a \$15 fee for cancellations received after December 7th and full charge for no-shows.

Program Funding Provided By:



Dental Technologies Inc. designates this activity for 3 continuing education credits



Mark provides a light and very entertaining program full of useful tips and ideas that you can put to use on “Monday Morning.” By understanding the communication process, how it works, and why it sometimes doesn’t, you will be more affective and effective within the practice team and with patients, friends and family. Patients will say yes more often to you and then to your treatment plans when you help patients become curious and co-discover their current conditions. He will demonstrate how to improve the educational value of each component of this examination experience and how to appropriately leverage the behavioral and social aspects of the doctor-staff-patient relationship.



**MARK T. MURPHY, DDS, FAGD** Mark is the Lead Faculty for Clinical Education at MicroDental/DTI Dental Technologies Inc. He also serves on the Adjunct Faculty at the University of Michigan School of Dentistry and as a Guest Presenter at Mercer Advisors, and the Pankey Institute. He practices general dentistry on a limited basis in Rochester, Michigan and lectures internationally on Leadership, Practice Management, Communication, Case Acceptance, Planning, Occlusion and TMD. He is an exciting and very entertaining speaker, blending a stand-up style of humor and anecdotes with current evidence based research that you can take home and use in your practice right away.

**PLEASE PRINT NAMES OF ALL ATTENDEES:**

\_\_\_\_\_  
DOCTOR

\_\_\_\_\_  
STAFF/GUEST

\_\_\_\_\_  
OFFICE ADDRESS

\_\_\_\_\_  
CITY, STATE, ZIP

\_\_\_\_\_  
PHONE

\_\_\_\_\_  
EMAIL

CREDIT CARD INFO:  VISA  MASTERCARD  AMEX

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CARD #

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EXP. DATE

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CODE

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