



## **Practice Integration Seminar with Dr Edward Gardner and Sue Bryan**

### **About the Seminar:**

In this intimate and interactive seminar, doctors and team will learn about 6 Habits of Highly Productive Practices that will help implement efficient systems in the GP practice to increase Invisalign case submissions and grow the business. The seminar also includes a team breakout to help solve common needs and questions that the team may have about Invisalign.

### **About Dr. Gardner:**

Dr. Edward D. Gardner Jr. received his undergraduate degree in Business Administration from The College of William and Mary and his DDS from the Medical College of Virginia, Virginia Commonwealth University. He has been a practicing general dentist for 36 years, and is an Invisalign Premier Provider with over 300 cases submitted. He has lectured to, conducted seminars for, and consulted dental professionals throughout the United States.

### **What Attendees Will Learn:**

#### **Motivation to Provide More Invisalign**

Dr. Gardner addresses the big question of “WHY Invisalign?” and the benefits it has for you, your staff, and your practice. He shows how he markets internally to increase the number of Invisalign case submissions.

#### **Organization of the Office to Become More Efficient and Very Profitable**

Organization is key to a successful practice which leads to a more profitable practice. Dr. Gardner helps you organize your Invisalign appointments, office communication, charts, and case flow to help you to be more efficient with your Invisalign cases. He also breaks down how to measure your profitability and will show you why Invisalign is the most profitable procedure a general dentist can perform.

#### **How To Present Invisalign to the Patient**

Education and communication are the keys to showing patients the importance of a healthy mouth and its relationship to their overall health. In this portion of the seminar, Dr. Gardner will demonstrate how he has incorporated Invisalign into his soft tissue management program and how he explains to patients the relationship between straight teeth, healthy tissue, and reduced risks for systemic diseases. He will give examples of actual conversations with patients and how he introduces the conversation about Invisalign.

#### **Clinical Management and Case Review**

Many people, including dentists, have misconceptions about Invisalign. Dr. Gardner helps you to understand and overcome these misconceptions. Being a full time practicing dentist and having completed close to 350 cases, Dr. Gardner helps you to evaluate ClinCheck treatment plans effectively and efficiently, explains Aligns clinical set up protocols and how they relate to doctor preferences, and helps you to understand the connection between Invisalign and TMJ, implants, and cosmetic cases.

#### Team Building and Leadership

A key part to a booming Invisalign practice is having every team member on board! It takes a motivated and educated staff to make Invisalign a successful part of your practice. Communication and shared leadership are essential components to a highly motivated staff.

#### Staff Breakout

Sue Bryan will work with the office staff to help solve some common issues with Invisalign. This portion of the seminar is revolved around the needs and questions of the staff. Topics that are generally covered are: how to easily communicate and present Invisalign treatment to your patients, the importance of impression techniques and need for accurate records, issues with insurance and collections regarding Invisalign treatment, and how to handle unusual or difficult questions patients may have concerning their treatment. Sue will help the staff understand how Invisalign can easily work into a busy daily schedule and she will motivate the staff to want to increase case submissions.