



Understanding The Niche Practice

Course Preparation Materials

Course Introduction

The material presented at “The Niche Course” will allow you to achieve your dream practice. You will learn that all you need to improve *practice* management is better *patient* management. A very specific system for understanding, categorizing, and managing different types of patients will be thoroughly explained. You can then take this information home to systematically transition your current practice into the practice of your design.

The Niche practice is all about working smarter, not harder. You will see a model of dental practice that will allow you provide better services, work less hours and work with fewer team members while earning more. The course is all about systems and consistency.

Topics Addressed:

Speaking the Patient’s Language: Values Oriented Treatment Planning (How to get the patients to ASK YOU for your best service every time!)

The New Patient Driven Practice: “The Death of the Recall Driven Practice”

Systems Oriented Management/Leadership/Team Development

High Service, Technology and “Front desk-less” Facility

Marketing A to Z

Team Teaching Team: Each of my Team Members Will Present Their Roles in the Office

Proposed Course Schedule

First Day (Savannah Schedule)

7:30-8:30 Breakfast and Registration
8:30-10:15 Introduction to the “Niche Practice Dr Brad Durham
10:15-10:30 Break
10:30-11:00 The New Patient Process Dr Brad Durham
11:00-12:00 Initial Contact/Practice Coordination
12:00-1:00 Lunch
1:00-3:00 Consult, Examination, and PDP Dr Brad Durham
3:00-3:15 Break
3:15-4:00 Treatment Coordination
4:00-4:30 Niche Hygiene
4:30 Team members leave by shuttle for office tour
5:00 Doctors leave by shuttle for office tour
7:00 Group dinner at Il Pasticcio Restaurant (dutch treat)

Second Day

8:30-10:30 Marketing the Niche Practice
10:30-11:00 Break
11:00-12:00 The Niche Practice: “Fully Defined” Dr Brad Durham
12:00-1:00 Lunch
1:00-4:00 Niche Practice Defined/ guest speaker Dr Brad Durham

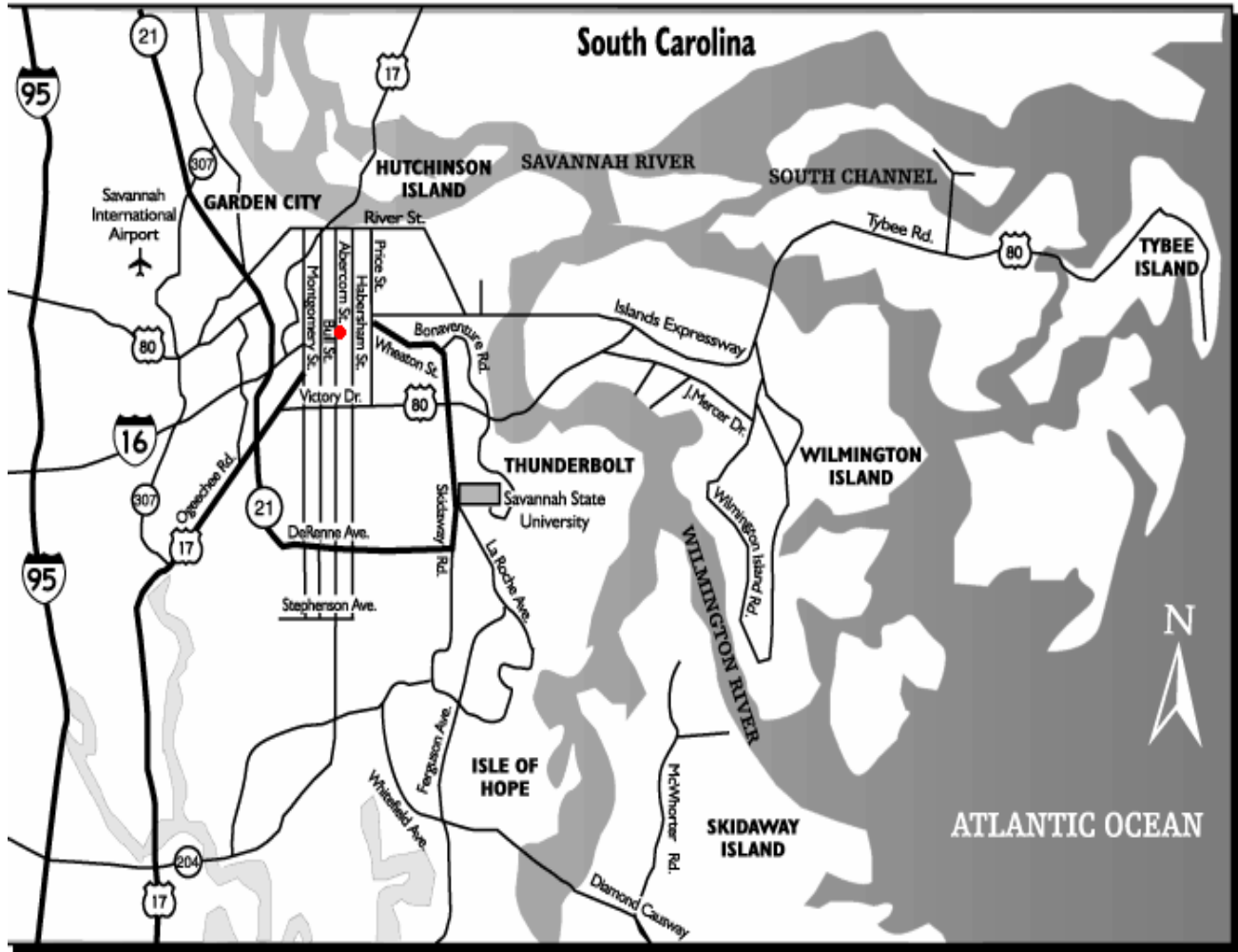
(Please note that when the course is given at LVI the office tour will be omitted as well as the group dinner)

Savannah Directions:

Please note that the seminar location changes.

Transportation to and from the dental office will be provided

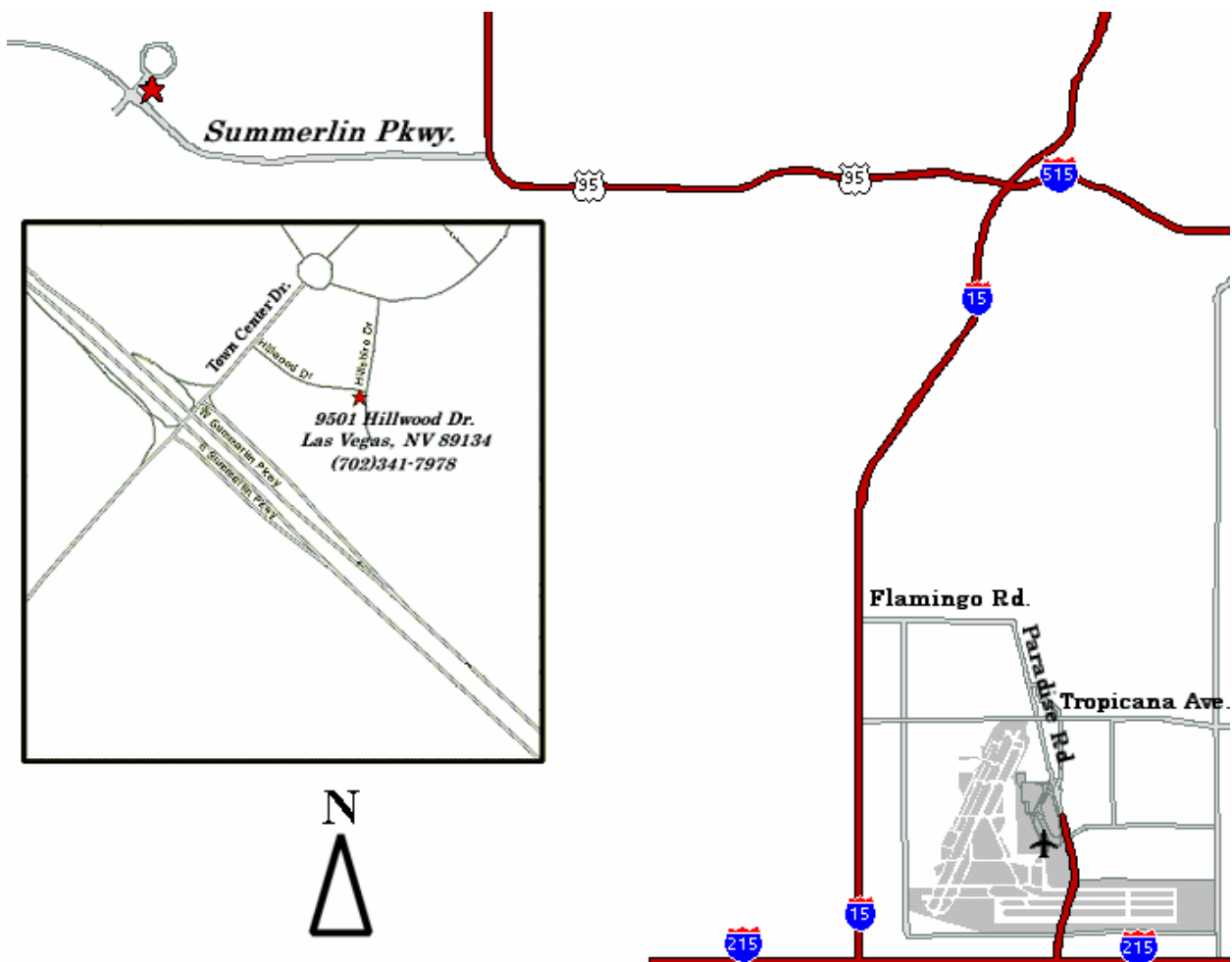
Map of Savannah Area



Directions to LVI

Directions: McCarran Airport/Strip to LVI (Las Vegas Institute)

- Take the airport connector to **Paradise Road** head north to **Tropicana Ave**
- Make left turn on Tropicana to **I15 North** (right turn)
- Continue North to **I95 North** exit (head West toward Reno/Tonopah)
- Take the **Summerlin Parkway** exit
- Continue West and exit at **Town Center Drive**
- Turn right at the stop light onto **Town Center Drive**
- Take an **immediate** right at the first street (**Hillwood**)
- The institute is located on the right hand corner of **Hillwood** and **Hillshire**
- Address: **9501 Hillwood, Las Vegas, NV 89134**
Phone: **(888) 584-3237** or **(702) 341-7978**



Travel Information

For all of your travel arrangements, please call Jeri our in-house travel manager, LVI Travel at (877) 805-3388. LVI Travel will introduce you to the most attractive hotel, airfare and car rentals available in Las Vegas. **Ask about our special rates in Summerlin The Red Rock Resort and Spa, JW Marriott Resort and Spa, and The Suncoast Hotel and Casino and the non-gaming Trump Towers on the strip**

Travel expenses are not included in your tuition.

Course Change & Cancellation Policy

Registration fees are non-refundable and must be exercised within two years. LVI Global, LLC (“LVI”) reserves the right to cancel courses 60 days prior to the scheduled date of a course or activity. Should LVI cancel a course or activity, LVI will apply the full value of any deposits and fees related to said course or activity to future LVI course or activities. Should LVI cancel a course or activity, you may also have the option of having the deposits returned to you. Fees remain non-refundable but, may be reapplied to another course or activity. LVI will not be responsible for any other fees, costs or consequential damages associated with canceling this LVI course or activity with the exception of non-refundable transportation or accommodation fees booked through LVI Travel. For courses requiring a live-patient, the treating Doctor must bring a patient of record. During courses conducted at LVI, I understand that photographs or video may be taken of me for educational and marketing purposes. I hold harmless LVI for any liability resulting from this production. I waive any right to inspect the finished production as well as advertising materials in conjunction with these photographs. I understand that I may receive marketing materials as a result of my attendance. In addition, by my signature on this form, I authorize LVI or its partners to contact me via mail, facsimile or email.

Change/Cancellation/Postponement Policy:

- A change, cancellation or postponement of course date is not complete without your required signature and date.

(The following do not apply if moving from TBD status to date selection)

- If change, cancellation, or postponement is received 60-90 days prior to registered course, 25% of the course fee will be forfeited.

- If change, cancellation, or postponement is received within 60 days, 50% of the course fee will be forfeited.

- If change, cancellation, or postponement is received less than 30 days prior to your registered class, 100% of the course fee will be forfeited.

Frequently Asked Questions

Q: What is the weather like in Las Vegas and Savannah?

A: In Las Vegas in the winter months (December through mid-March) temperatures range from lows around 15 degrees with highs up to 60 degrees. In spring (mid-March through May) the weather is nice with highs between 70-80 degrees. Summer months (June through mid-September) are hot, highs up to 110 degrees, with nice warm summer nights. In the fall (mid-September to November) it cools down with temperatures back around 70-80 degrees.

In Savannah in the winter months (December through mid-March) temperatures range from lows around 38 degrees with highs up to 71 degrees. In spring (mid-March through May) range from lows around 38 degrees with highs up to 85 degrees. Summer months (June through mid-September) humid with temperatures from lows around 70 degrees with highs up to 90 degrees

Q: What should I wear when I come to Las Vegas or Savannah?

A: Business casual. We tend to keep the building cool, so you may want to bring a light sweater.

Q: Is food served at Las Vegas and Savannah?

A: A continental breakfast is served at 7:30 each morning and lunch is provided each afternoon.

Q: If I take a cab, what do I tell the driver?

A: Savannah is a small city, so simply tell them your destination.

In Las Vegas Take I-15 North to I-95 North to Summerlin Parkway. Exit right on Town Center Blvd and make your first right on Hillwood Dr. (see "Directions to LVI" in this booklet for more detailed directions).

Q: Do you provide transportation to LVI?

A: LVI provides transportation *only* from the J.W. Marriott and the Suncoast Hotel. Check with the Bell Stand for pick up times on course days.

CE Information

Important Information Regarding Your Continuing Education Credits

How Many CE Hours Can I Expect to Receive From This Course?

After completing this program, you will receive a verification letter of the appropriate AGD approved continuing education hours. These credits represent the lecture and participation portion of the course. **Your AGD number must be on file at LVI in order for us to file your education credit hours with the AGD.** You are required to complete information regarding AGD number and membership on the sign in sheet for each course. If that information is not completed, your education hours will not be sent to AGD.

When Will I Receive My CE Credits?

Your CE form will be presented along with your plaque certificate. Please copy the form and submit it to your governing agency.

Does LVI Submit My CE For Me?

Yes but only if you provide us with your AGD membership verification and your AGD number. It is your responsibility to keep the letter indicating your credits on file in your office and, if necessary submit your CE hours to the appropriate organization (i.e.: your state/territory, etc.).

What Happens If I Lose My CE Form?

Once you receive your CE forms, hold on to your originals and send copies when submitting your CE hours. If your original letters are misplaced, LVI must charge a \$30.00 processing fee for necessary research. Replacement CE letters can take up to 3

Educational Activity Objectives:

The educational objectives of this course are for the participants to be able to:

1. Understand and speak the patient's language
2. Utilize values oriented patient management
3. Identify the methods for developing a new-patient driven practice
4. Apply high service, high touch and high technology to your practice to provide the best in comprehensive patient care
5. Identify methods for team development and motivation
6. Understand the use of a relationship oriented practice that can be front-desk-less .