



Dr. Randy Jones was the IACA President at the 2012 IACA in Hollywood, FL.

WHY CONTINUING EDUCATION?

Like some of you, I went from working 5 days a week, to 4 days, to 3 1/2 days down to 3. I now average 13 days of work per month and have been doing so for the last 10 years. If you educate not only yourself, but your team, properly, you will be able to do in three days what you used to accomplish in four, leaving you with more time to spend at home with your family, or however you want to. Your techniques will improve, and you will be much more prepared and equipped to treat people the best you can. You will put systems into place. Your confidence will grow. You WILL have a more financially profitable practice, but more importantly, it will be a practice you enjoy. Ask others who have done numerous post grad education courses how they used to run from room to room and not have enough time to return a phone call much less treat patients correctly. At the end of the day, all the stress and chaos does not reflect in the amount of money the office has collected.

Do not stress yourself at work all day long and go home worn out and in a bad mood. This is not fair to yourself or your family. There is absolutely no reason to have a dental situation come into your office that you feel you cannot handle properly due to a lack of knowledge. A great continuing education program can teach you to do it faster, more efficiently, more productively, and more confidently. What an advantage to being educated!

Believe it or not, being better educated will make you a better parent and a better spouse. But how can you afford time away to get a better dental education? How can you inconvenience your patients, let alone your family, by being

gone out of the office and away from home for a week trying to learn? Your patients have been scheduled for six months in advance and expect to see you at their hygiene visit. Who will take the kids to soccer or help with homework while you are gone? Time away would not be fair! What will your spouse think - left there all alone to hold down the fort while you are away supposedly studying? No, you cannot do that to your patients and your family. Or can you? The answer really is when you care enough about your patients to give them the very best you have to offer, this will carry over to your family, and to your life. Your family should be the biggest reason you go to work. Do not become better educated just for yourself, do it for your family.

As far as your patients are considered, a wise man once told me, "If you treat people truthfully, with respect, and do treatment on them that you would do on yourself or your family, you will NEVER, EVER have to worry about buying groceries." I think that says it all about money.

As far as continuing education goes here are some interesting facts:

- The IACA is such a progressive meeting in topics/subject/research.
- The IACA has the best value in terms of CE hours for the dollar (18 CE credits for \$995).
- The IACA has the most social fun allowed of a PACE sanctioned event.
- The IACA has a Fellowship status opportunity - FIACA
- The IACA offers scholarships for those dentists "in need" to attend the meeting complimentary of the organization.
- The IACA has the most progressive internet forum.

As a past president of the IACA, I want you to know there are countless hours and major efforts that go on behind the scenes to make this all available to you in order to better you in your profession. So many people take this all for granted. We want to better your education! Education is a key to success in your professional and personal life!