



## **Online Mastermind Courses 2018**

The Elite Mastermind series is a 12-part educational series of courses designed to help you in your orthodontic practice. Each course is given as a live lecture online and is approximately one hour in length with one hour for group discussion. There will also be private Facebook group available for all members to continue the discussion at any time during the year. All lectures will be recorded and available on the Facebook group during the course of the year.

Cost \$5997

Refund and Cancellation Policies: Women in Orthodontics® will offer a full refund up to the day of the first course offering. Once the courses begin, there will be no refunds available.

### Required Hardware and Software

Participants must have access to a computer that has an internet connection. The computer must have a working camera and microphone for maximum participation.

Zoom software is required for online meetings. It is available for free download at: <https://zoom.us/download>.

## Instructor Biographies



**Courtney Dunn, DDS, MS**

Dr. Courtney Dunn completed her BS in Biology at Loyola Marymount University in Los Angeles and her DDS and MS in Orthodontics at the University of Michigan. At graduation from dental school, she was presented with eight awards for excellence and was inducted into the Omicron Kappa Upsilon Dental Honor Society. Following residency, Courtney was invited to become a faculty member at the University of Michigan and served for two years as an adjunct clinical lecturer in the Department of Orthodontics and Pediatric Dentistry. Dr. Dunn's research in tissue engineering and gene therapy has also received national recognition. In 2005, Courtney received the Milo Hellman Award for the most meritorious research done in orthodontics in North America. She has presented this research at many national meetings, and has a published paper in the journal "Molecular Therapy". In 2016, Courtney founded Women in Orthodontics® and has been lecturing to female orthodontists on clinical, business and work life balance issues.



**Matthew Dunn, DDS, MS**

Dr. Matthew Dunn attended the University of Michigan for his BS (Biology), DDS (Doctor of Dental Surgery) and MS (Orthodontics). Matt received multiple awards including the Francis B. Vedder award in fixed prosthodontics and the Comprehensive Care Award for excellence in all areas of dentistry. He was also inducted into the prestigious Omicron Kappa Upsilon Dental Honor Society. Dr. Dunn's research in bone biology has been recognized numerous times by the American Association of Orthodontists. He was also awarded the Thomas Graber Award of Special Merit for one of the most outstanding projects of the year. He was invited to present this project at national meetings in 2006 and 2007. Dr. Dunn is in private practice with his wife in Phoenix, AZ.

**January 7, 2018**

**4:00 PM MST**

**SCHEDULING TEMPLATES AND CLINICAL EFFICIENCY – Lecture Course**

**Instructor: Courtney Dunn, DDS, MS**

**Location: Phoenix, AZ (Live Online via Zoom)**

**Course Description**

How was your day? The answer you give may depend on how you schedule your patients. Scheduling templates make it easy for your front office team to maximize your productivity while decreasing the amount of stress you have in the clinic. Designing those templates can be confusing and time consuming. How much can you and your staff handle? What makes a day flow smoothly? This course will discuss how to construct a template that will work for your office. We will discuss scheduling intervals and using procedure time versus doctor time. The second half of the course will discuss clinical efficiency. How many appointments does it take you to finish a case? What are you doing in those appointments? Dr. Dunn will discuss how to minimize the number of appointments while maintaining a high quality orthodontic result.

**LEARNING OBJECTIVES:**

- Understand the difference between doctor time and procedure time
- Understand how changing interval times can create more appointments available
- Understand how to maximize the number of new patient exams while maintaining thoroughness and accuracy
- Learn how to decrease clinical inefficiencies
- Learn how to build an optimal template for your office

**February 4, 2018**

**8:00 AM MST**

**CONTROLLING OVERHEAD AND ALL THOSE COSTS THAT ADD UP! – Lecture Course**

**Instructor: Courtney Dunn, DDS, MS**

**Location: Phoenix, AZ (Live Online via Zoom)**

**Course Description**

It's felt like such a productive month. You were busy all the time and there were a lot of new patients. But, by the time you are done paying the bills, there isn't much left. What happened? When you look back, it that dreaded word – overhead. Overhead is something that can easily spin out of control in a dental office if it isn't carefully watched. But what is normal and what can you do about it? This course will discuss the major expenses in an orthodontic office. We will then discuss what the national averages are for those expenses so you can compare. The final part of the course will discuss ways to reduce those overhead expenses using creativity, elbow grease and good systems.

**LEARNING OBJECTIVES:**

- Learn about the major expenses in most dental offices
- Learn the national averages for most orthodontic offices
- Develop a strategy to reduce overhead in most categories
- Develop a way to monitor overhead before it gets out of control

**March 18, 2018**

**4:00 PM MST**

**MARKETING DIRECTLY TO THE COMMUNITY – Lecture Course**

**Instructor: Courtney Dunn DDS, MS**

**Location: Phoenix, AZ (Live Online via Zoom)**

**Course Description**

Gone are the days where an orthodontic practice could rely on dental referrals alone. Although dental offices still a great resource and are appreciated, increasing numbers of orthodontic graduates are tightening the orthodontic market. This leaves the average orthodontic practice no choice but to market directly to the community. This shouldn't be seen as a bad thing. Getting involved in the community is a great way to give back and is also a lot of fun. But what types of events are good marketing opportunities? Even more important is maximizing practice exposure while sponsoring events. This course will discuss community marketing strategies with an emphasis on how to get involved with great events and how to look for great opportunities. We will share some our successes and failures.

**LEARNING OBJECTIVES:**

- Understand the importance of community involvement
- Learn how to negotiate with event coordinators
- Learn the difference between a marketing opportunity and a donation
- Learn how to work with local schools

**April 15, 2018**

**8:00 AM MST**

**HOW TO USE GOOGLE ADWORDS EFFECTIVELY TO MARKET YOUR PRACTICE – Lecture Course**

**Instructor: Matthew Dunn, DDS, MS**

**Location: Phoenix, AZ (Live Online via Zoom)**

**Course Description**

When potential patients search for an orthodontist, they are likely to use the internet to find a provider. People no longer search the yellow pages for an orthodontist. They ask Google and search for the best. Practitioners spend a lot of time and money on SEO to help organic search results. But, showing up on organic searches may not be enough. Google Adwords is a way to have your practice show up in a search by a potential patient. Setting up these ads can be confusing and if you don't know how to measure results and alter the settings, it can become expensive and ineffective. But, properly done, Google Adwords can be a powerful marketing tool. This course will present Google Adwords basics and discuss how to measure results and how to alter ads to make them more effective.

**LEARNING OBJECTIVES:**

- Understand why paid ads may be helpful to your practice
- Understand the basic parts of a Google Adword ad
- Learn how to set up a Google Adwords campaign
- Learn how to read the results and how to change wording to optimize results

**May 20, 2018**

**4:00 PM MST**

**THE NEW PATIENT PROCESS AND EFFECTIVE WAYS TO FOLLOW UP WHEN A PATIENT DOESN'T SCHEDULE – Lecture Course**

**Instructor: Courtney Dunn, DDS, MS**

**Location: Phoenix, AZ (Live Online via Zoom)**

**Course Description**

Wouldn't it be nice if all the patients scheduled the treatment that was recommended? But, it doesn't quite work that way. So, what happens when a patient leaves the office and doesn't make the next appointment? Are they lost forever? Well, that depends on your systems. Sometimes team members may hesitate contacting that patient with fears of being rejected or being perceived as pushy. Other offices don't have an exact system in place to try to get these patients on the schedule. This course will discuss effective systems to keep in touch with patients that have pending work. It will also present ways to follow up with patients that make the team more comfortable contacting the patient. We will also discuss systems that exist in many current offices and how to optimize them to get a better result.

**LEARNING OBJECTIVES:**

- Understand how important patient follow up is to a practice
- Learn how to build a complete follow up system
- Understand how to contact a patient without being pushy
- Learn how to contact patients using multiple types of communication

**June 10, 2018**

**8:00 AM MST**

**CLINICAL EFFICIENCY – Lecture Course**

**Instructor: Courtney Dunn, DDS, MS**

**Location: Phoenix, AZ (Live Online via Zoom)**

**Course Description**

We all want to provide the highest quality care to our patients. Beautiful results with a great occlusion are some of the most rewarding things we do. But, sometimes when we get caught up in a busy day, week, month or year, we lose track of what we are doing and treatment times are extended. Clinical efficiency does not mean lower quality results. Clinical efficiency means treating someone to the same high standard, but using your time wisely. This course will discuss some clinical pearls that will help your efficiency. We will also discuss some of the common scheduling protocols that tend to make you more inefficient and solutions to these issues.

**LEARNING OBJECTIVES:**

- Learn how to measure efficiency in your office
- Learn common mistakes most orthodontists are making in terms of efficiency
- Learn clinical pearls that help reduce inefficiency
- Understand how inefficiency is affecting all parts of your practice

**July 15, 2018**

**4:00 PM MST**

**BUILDING GREAT RELATIONSHIPS WITH REFERRING DENTISTS – Lecture Course**

**Instructor: Courtney Dunn DDS, MS**

**Location: Phoenix, AZ (Live Online via Zoom)**

**Course Description**

Building and maintaining great relationships with general dentists in your area is a wonderful way to grow your practice. Patients who are confidently referred to your office from their dentist are likely to start treatment with you. But, building those relationships takes time and effort. This course will discuss the best techniques for finding offices willing to refer to you and how to maintain a great working relationship. We will also discuss marketing to new (or new to you) offices and their team. We will use real world examples of techniques that have worked well, plus discuss our failures.

**LEARNING OBJECTIVES:**

- Understand the importance of good referral relationships
- Understand how to market to offices that haven't referred to you yet
- Learn unique ideas that engage referring offices
- Learn how to get the referring office's team on "your side"

**August 12, 2018**

**8:00 AM MST**

**MARKETING USING FACEBOOK ADS – Lecture Course**

**Instructor: Matthew Dunn, DDS, MS**

**Location: Phoenix, AZ (Live Online via Zoom)**

**Course Description**

How many likes do you have? Does it even matter? What organic reach are your Facebook posts getting? Do you even need to advertise on Facebook or can you get people to share your posts organically? Facebook is a popular social media site – especially for women with children, which tends to be our target demographic. How can we utilize this to market our practice and tell people how awesome we are? Facebook changes their algorithms almost daily, so it is a difficult beast to conquer. With so much confusion and misinformation about social media, it's difficult to determine what's the "right" thing to do. This course will discuss some basics about Facebook and debunk some commonly held myths about Facebook and Facebook advertising. We will also discuss some Facebook techniques that seem to reach more people without looking like everyone else.

**LEARNING OBJECTIVES:**

- Understand the value of a like and a share on your page
- Learn different ways to increase organic reach of your posts
- Learn a new way to use Facebook ads
- Learn the different components of a typical Facebook campaign
- Learn why pushing Boost post may not always be the best decision

**September 16, 2018**

**4:00 PM MST**

**ENCOURAGING PATIENT REFERRALS – Lecture Course**

**Instructor: Courtney Dunn, DDS, MS**

**Location: Phoenix, AZ (Live Online via Zoom)**

**Course Description**

Who knows how awesome you are more than your own patients? But, the average practitioner gets nervous to ask existing patients for referrals. Why? This is a huge resource to building your practice and they are in your practice all day, every day! This course will outline creative ways to encourage patients to refer their friends and family to your office. It will also discuss how to encourage your team to ask patients for referrals. Printed materials and contests will be discussed.

**LEARNING OBJECTIVES:**

- Understand why people are shy about asking for referrals
- Understand how important patient referrals are to your practice
- Learn how to create referral programs that work
- Design a contest for your office

**October 14, 2018**

**8:00 AM MST**

**OFFICE SYSTEMS AND TRAINING (HOW TO BUILD A GREAT TRAINING MANUAL) – Lecture Course**

**Instructors: Courtney Dunn, DDS, MS**

**Location: Phoenix, AZ (Live Online via Zoom)**

**Course Description**

What made the McDonald's system so revolutionary? Systems. The systems at McDonalds were so well thought out and implemented that you receive the same experience and the same food no matter which location you choose. Each new employee is trained using the exact same training manual to maintain consistency. What can we learn from this successful business model? Systems are essential. As a busy practitioner, establishing written systems for every aspect of your office is a time consuming and overwhelming prospect. This course will review important systems that need to be established and will introduce a way to construct a training/systems manual for your office that is team led.

**LEARNING OBJECTIVES:**

- Understand why systems are essential in a well-run orthodontic practice
- Learn the important parts of a training manual
- Learn how to motivate your team to lead the process
- Learn how to get the process started in your office

**November 4, 2018**

**4:00 PM MST**

**INTRODUCING AUTOMATION TO YOUR PRACTICE – Lecture Course**

**Instructor: Matthew Dunn, DDS, MS**

**Location: Phoenix, AZ (Live Online via Zoom)**

**Course Description**

The modern orthodontic practitioner is overwhelmed trying to balance clinical and business tasks. Outside of dentistry, the business world has used CRM software for many years to automate marketing and other tasks related to their operations. Wouldn't it be nice to have some of our work done with just the push of a button? This course will begin to explain the basics of CRM software and how it can apply to the orthodontic practice. Introductions to several types of CRM will be presented, as well as specific examples will be used to illustrate how using automation can make tasks easier and consistently completed. Examples will include pending patient follow up, new patient sequence and in-house review platforms. Campaigns will be discussed and presented so the attendee understands how to build a basic campaign.

**LEARNING OBJECTIVES:**

- Understand the roles automation can play in a modern orthodontic practice
- Understand the different automation software available
- Understand how an automation sequence works
- Learn the different components of a typical campaign
- Learn the applications of campaigns in an orthodontic practice

**December 9, 2018**

**8:00 AM MST**

**MAKING YOUR WEBSITE WORK FOR YOU – Lecture Course**

**Instructor: Matthew Dunn, DDS, MS**

**Location: Phoenix, AZ (Online via Zoom)**

**Course Description**

An orthodontic practice's website is an important source of information for current and potential patients. People no longer search the yellow pages for an orthodontist. They ask Google and search for the best. Patients do extensive online research before they decide to call and make an appointment – and they usually visit many different websites before they pick an office. Having a well-designed website may be the determining factor on whether that potential patient picks up the phone. How do you present yourself and your office? Is your information interesting and informative? Does your website even show up on Google searches? Do you understand SEO and how it affects your website? All of these topics and more will be discussed to help you maximize the effectiveness of your website.

**LEARNING OBJECTIVES:**

- Understand the basic parts of a website
- Understand the important components necessary on a website
- Understand what a call to action is and where it is appropriate on a website
- Learn about SEO basics
- Learn the difference between a beautiful website and an effective website

