

## LeeAnn Shipowick, B.Sc. RDH | ADEI CEO

LeeAnn Shipowick creates passion for dentistry. As a consultant, coach and lecturer, she is motivating the dental industry to embrace vision, excellence and profitability. Mastering team communication, increasing case acceptance and creating profitable dental hygiene departments are a few areas of LeeAnn's expertise. She shares this expertise through her role as CEO of ADEI, as well as lecturing internationally and across North America.

LeeAnn graduated from Loma Linda University with a Bachelor of Science degree in Dental Hygiene with a Speech Communications emphasis. She began her career in private practice and community health as a dental hygienist and practice business manager. Her love of communication combined with her vision that teams can be synergetic naturally led her to managing a large dental practice. She fostered a passion for dentistry within the practice leading to increased profitability by 40 percent in five years. Consulting with other clinics to increase revenue and build patient base, her love of design image and her need to inspire led LeeAnn to speaking engagements and the opportunity to own, ADEI.

LeeAnn is the author of many dental practice management articles for trade publications and is currently working on her first book for dentistry.



## Business Planning for Dentistry

### The ADEI offers:

- Practice Development Programs
- One Day Coaching Sessions
- Time Friendly Power Hours
- Continuing Education for the Team

*Act now for your future*

*"The possibilities are numerous once we decide to act and not react."*  
George Bernard Shaw

### For Dental Professionals

The ADEI is a forward thinking continuing education and coaching hub for dental professionals across Canada. We bring together people and ideas to create sound business strategies for maximum practice profit. *Like you, we are 100% committed to producing measurable results.*

**Wearing too many hats? ASK** us for help! We build successful and profitable, people practices across Canada.

**ACT NOW!**

Advanced Dental Education Institute  
1150 Blair Road, 2nd Floor  
Burlington, Ontario  
L7M 3T4

Tollfree: 1-888-239-9908  
Phone: (905) 336-3662  
Fax: (905) 336-3712  
[www.learndental.com](http://www.learndental.com)  
[ask@learndental.com](mailto:ask@learndental.com)



### Continuing Education Programs

The ADEI offers many continuing education programs throughout the year for dental professionals across Canada. Please call us or visit our website to view our complete program listing along with dates and locations. Some of our upcoming programs include:

Dental Reception Training Sept 15-16, 2011 Toronto ON  
The Keys to Case Acceptance Sept 30, 2011 Victoria BC  
Building a Powerful Dental Hygiene Department Oct 14, 2011 Toronto ON  
Office Management Oct 28, 2011 Toronto ON  
Dental BUSINESS Boot Camp Nov 24-25, 2011 Toronto ON  
Dental Practice Management (Sparkling Resort Retreat) Nov 11 Kelowna BC  
Building a Powerful Dental Hygiene Department Feb 3 2012 Calgary AB

1-888-239-9908  
[www.learndental.com](http://www.learndental.com)



Advanced Dental Education Institute



# FORWARD THINKING

I experienced a return on my investment over the next few weeks and my entire team agreed that the new implementations were exactly what we needed to take our practice to the next level of success. Dr. Barbara Chipeur

Call us at 1.888.239.9908 | ask@learndental.com

V  
I  
S  
I  
O  
N  
  
E  
X  
P  
E  
R  
T  
I  
S  
E  
  
P  
R  
O  
F  
I  
T  
A  
B  
I  
L  
I  
T  
Y

### Platinum Plus Practice Development Program (One year program with 4 visits of 1.5 days, depending on practice size)

Our development program begins with a comprehensive two day practice assessment. One of our expert practice consultants will come to your practice to interview you and your team, review your business processes. Our initial assessment is just the beginning of our practice building relationship. Your program length is determined exclusively by your practice needs. The Platinum Plus Plan, is our most complete consulting program. The quarterly coaching sessions and the availability of our coaches throughout the process are designed to deliver measurable results.

Successful businesses have leaders who understand their strengths and **ASK** for help with their challenges and frustrations.

- Aptitude
- Savvy Service
- Kinetic Synergy

**Leadership Development & Team Training** We will assist you in developing positive leadership skills in the art of communication and delegation.

**Streamlining Business Systems** We will show you how to fine-tune and organize your business systems for maximum efficiency and team productivity.

**Financial & Profit Systems** Our program focuses on eliminating lost revenue and helping you to maintain control of accounts and overhead. We will provide you with easy to implement solutions to many practice frustrations.

**Successful Case Presentations** Increased revenue comes from successful case presentations. We will help you develop your presentation skills through positive communication, use of imaging technology and team work. We can also help to implement a Treatment Coordinator on your team.

**Buying or Selling a Practice?** We have developed a new “transitions based” consulting program specifically for dentists who are buying or setting up a new practice as well as for those who are selling their practice. We can ease you through the transition period and ensure that your systems are in tip top shape for both sellers and buyers.

### 1 Hour Power Sessions

Practices are busy places! We understand that which is why we've developed a time-friendly tool for dentists who have practice concerns they'd like to address with a dental expert.

Our phone sessions focus on you and your practice. When you book your session, we will send you our one page questionnaire - with a specific theme or a more general theme if you prefer. At your session, we'll review your answers as well your ideas for practice growth and we will provide you with a practical, strategic plan to help you reach your goals - whether that's a new marketing plan, staff concerns or an overhaul of your hygiene department. We'll focus where your needs are greatest. Our phone session will run about 1 hour.

Our fee for each session is \$500 (Cdn). With each session, we will include our Handbook of Dental Quotes. You are welcome to follow up with LeeAnn via email for the next 2 weeks while you implement your ideas. We want the same thing as you - measurable results - and we're here to help you achieve those results.

Get started and book your session today!

**Time friendly  
planning sessions!**

### Marketing & Design One day coaching program

**Aptitude:** *capability; ability; innate or acquired capacity for something; talent.*

One of the core staples of marketing is branding. Too often, people assume that branding is just choosing a logo and colours and applying that consistently to marketing materials. And sure, that's part of what branding is but it's also much, much more than that. Branding represents the “whole picture” of your practice. Your brand tells patients who you are and what you do while promoting your strengths and increasing awareness. Your brand is your entire service – how a patient perceives your practice, the experiences they have, your dentistry. The ADEI will work with you and



your team to develop an internal and external marketing program using a brand based approach – we're going to find out “who you are!” We can help you to create a professional image and focus on generating patient referrals and increasing new patient numbers.

### New Patient Experience One day coaching program

New patients are vital to your dental practice health. It is a must that new patients numbers are maintained on a monthly basis in order for your practice to be successful. This consult focuses on how to attract and retain patients. It's not only about external marketing with your yellow page ads and/or direct mailers. You need to be on the ball with your marketing plan. Our New Patient Experience is a coaching program designed to increase and retain new patients by utilizing the skills of your entire team.

**Savvy:** *to know; understand.*

What are new patients really thinking about when they are considering choosing you?

- Can I trust them; doctor & team?
- Are you a good dentist?
- Can I afford to come visit you?
- Will I feel comfortable when I am at your office?

Make your client's first experience a positive and rewarding experience and grow your practice. Our ADEI experts will work with you and your team on a unique plan for your practice with a view to increasing revenue and patient numbers.

**Increase patient referrals  
& practice revenue**

### Dental Hygiene Powerhouse One day coaching program

The recare system is the backbone of the practice and an **income powerhouse**. We will help you to define and implement a periodontal program as well as helping you to establish an effective recare system to ensure patient retention and eliminate no show appointments in the hygiene schedule. Our areas of focus:

- Analysis of profitability of hygiene department to discover potential areas for growth using the three Cs of dental development – communication, consistency and CARE
- Develop a highly profitable hygiene centre delivering high, standardized patient care and treatment planning
- Instilling value through education, communication and co-discovery to reduce cancellations in the hygiene schedule
- Utilization of digital imaging to increase dentistry generated from the hygiene appointment

**Kinetic:** *relating to, characterized by, or caused by motion*

