

Midmark Academy - Double Your Dentistry (online course)

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Register for the free, the RACE-approved 1.0 hour CE **Double Your Dentistry** at Midmark Academy. (scroll down to find course and add to cart to register).

Overview

Midmark Animal Health conducted a study to determine the key ingredients necessary to develop a successful dentistry practice to serve the needs of patients in a small animal hospital. Their goal was to develop a 'recipe' for success and provide case studies to support "return on investment" claims for equipment. Midmark partnered with Dr. Cindy Charlier, a board certified dentist, to develop and conduct this study. Their hypothesis was that dentistry and oral surgery is the largest untapped source of patient care and practice revenue in most small animal practices. With the proper equipment, training and tools most practices should see a significant return on their investment in the dentistry portion of their practice. What is possible? What is that untapped potential? They present their findings, which they believe supported their hypothesis and exceeded their expectations.

Video Introduction to the Course

Course Objectives

1. Discuss Midmark dental study goals, methodology and results
2. Present the 5 keys of establishing a successful dentistry program

Course Agenda/Outline:

Introduction and discuss study results (10 Minutes)

- Study goals
- Study methodology
- Study results

5 Keys to Success (50 minutes)

- Owner Commitment
 - Equipment
 - Training
 - Client Education & Marketing
 - Continuous Improvement
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