



SmileOn!™

No Waiting. No Kidding.

# FULL ARCH BOOT CAMP 4 MODULE SERIES

## OUR SPEAKERS



Dr. William F. Lane



Anthony Arcari



Gerritt Cora

## WHAT IS IT? AND WHAT'S IN IT FOR ME?

The changing landscape of dentistry is something we all face. Do you have a network to help you face the challenges and harness the opportunities that come along with this change? Lane Oral Surgery has launched a partnership with Keystone Dental, Arcari Dental Lab and Progressive Dental to do just that. Learn how to grow your implant practice by performing state of the art restorative dentistry.

**Please join** us for our 4 module series covering full arch removable and fixed detachable implant restorations with live surgery, hands-on prosthetics and advanced marketing and internal business development strategies.

**20% DISCOUNT** on all Keystone restorative products for boot camp graduates.

**FREE** Patient Models provided by Keystone.

**FREE** Keystone Restorative Kit with first case

## JOIN US AND RECEIVE:

**20 CE CREDITS  
FOR ONLY \$495**

**BOOTCAMP 1:**  
FRIDAY, OCT. 4, 2019  
8:30AM-4PM

**BOOTCAMP 2:**  
FRIDAY, NOV. 8, 2019  
12PM-4PM

**BOOTCAMP 3:**  
FRIDAY, JAN. 10, 2020  
12PM-4PM

**BOOTCAMP 4:**  
FRIDAY, FEB. 14, 2020  
8AM-3PM

## CALL NOW 508.746.8700 LIMITED SEATING

SMILEON@LANEORALSURGERY.COM



# 4 MODULE SERIES

## **BOOTCAMP 1: Friday, October 4, 2019 | 8:30am-4pm | Alden Park Restaurant | 160 Colony Place, Plymouth MA 02360**

1. Introductions and Goals of Implant Synergy program
2. Evolution of the Hybrid Prosthesis and overview of Keystone System restorative solutions
3. Review expectations and responsibilities of surgeon, laboratory, Keystone and restorative dentists.
4. Fixed Pricing discussions: Surgeon fees for 4-6 implants / Lab Conversion fees for 4-6 implants
5. Advanced strategies to drive new full arch cases to your practice
6. Leverage social media and digital presence with video marketing
7. Psychology of sales and how to successfully convert more cases with increased predictability
8. Financing options

## **BOOTCAMP 2: Friday, November 8, 2019 | 12pm-4pm | Plymouth Office | 30 Resnik Rd, Plymouth, MA 02360**

1. Presentation of treatment plans by the Surgeon & Lab
2. Coaching on effective patient discussions regarding these treatment plans
3. Commitment from the Surgeon & Lab to assist, where needed, in presenting these treatment options to the patient with the GP
4. Overview of prosthetic options from Keystone Dental
5. Review of A - P spread calculations
6. Review of Patient Education materials
7. Prep for Hands-on exercise at start of Module 3

## **BOOTCAMP 3: Friday, January 10, 2020 | 12pm-4pm | Plymouth Office | 30 Resnik Rd, Plymouth, MA 02360**

1. Hands-on SmileOn! model prep and conversion exercise with Arcari Dental Lab and Lane Oral Surgery
2. Review of treatment plans presented to patients following Module 2: Accepted? Scheduled? Rejected? Reasons?

## **BOOTCAMP 4: Friday, February 14, 2020 | 8am-3pm | Plymouth Office | 30 Resnik Rd, Plymouth, MA 02360**

1. Live Patient Surgery at Lane Oral Surgery's Plymouth Office.
2. Live Conversion to an Immediate load Prosthesis in office.

# MEET THE SPEAKERS

## **WILLIAM F. LANE D.M.D**

### **ORAL SURGEON**

Dr. Lane graduated from Harvard University and received his D.M.D. from the Boston University School of Graduate Dentistry. His residency training in Oral And Maxillofacial Surgery was completed in a combined program of Boston University and Tufts University. He also completed a fellowship in orthognathic surgery at the Institute for Correction of Facial Deformities at University Hospital, Boston. Dr. Lane is a proud member of the following organizations: American College Of Oral & Maxillofacial Surgeons, American Dental Association, Massachusetts Dental Society, Seattle Study Club: Director of Shamrock Study Club, American Academy of Implant Dentistry, and the International Congress of Oral Implantologists.

## **GERRITT W. CORA**

### **VICE PRESIDENT OF PROGRESSIVE DENTAL**

Gerritt W. Cora has been with Progressive Dental since its inception in 2008. In the past 10 years, Gerritt has helped thousands of practices identify areas of growth and he currently works with some of the largest producing laser, dental implant and All-on-4® practices in the country. Gerritt studied financial consulting and marketing at the University of Miami and has brought his expertise to the field of dentistry to help clinicians identify and reach their goals for ultimate success. Skilled in strategy development and motivational speaking. Gerritt can be found lecturing and training practices across the country on a weekly basis.