



The Empire State Academy of Cosmetic Dentistry Presents:

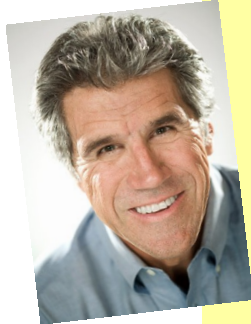
# Making it **EASY** for Patients to Say **YES!** Case Acceptance for Complete Dentistry

Friday, October 26, 2012 8:30 am - 4:30 pm

## Dr. Paul Homoly

7 CE Credits

At the Pearl River Hilton, Pearl River, NY, 40 minutes from Manhattan  
and 10 minutes from the Tappan Zee Bridge



*Learn practical verbal skills and techniques from a master of communication:*

- **Simple vs. Complex Care Patients** : Identify and influence patient behavior
- **The Four Chiefs**: Four essential conversations of case acceptance
- **Discovery Guide**: Influential ways to discuss treatment recommendations
- **Phone and Scheduling Skills**: Enhance patient experience and reduce team stress
- **Patient Readiness**: Discover who is ready for Complete Care and who isn't
- **Keeping Patients in Your Practice**: even if they're not yet ready for complete care

*Say **YES!** to increased practice profitability and confidence. Do more of the dentistry you love without having to sound or feel like a salesman!*

Sign up **by August 31st** for special **Early Bird** rate:  
Tuition: \$325.00 (reg. \$365)  
Staff Members \$110.00 (reg. \$120)

ESACD Phone: 845-445-5400

Mail to: ESACD  
1540 Route 202  
Suite 14  
Pomona, NY 10970

Dr. Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ St: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Credit Card#: \_\_\_\_\_ Exp: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ St: \_\_\_\_\_ Zip: \_\_\_\_\_

ADA# \_\_\_\_\_ AGD# \_\_\_\_\_

Team Members Attending:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

Approved PACE Program Provider credit/approval does not imply acceptance by a state or provisional board of dentistry or AGD endorsement



