



Hackensack
Meridian Health

**JERSEY SHORE UNIVERSITY MEDICAL CENTER
and the
MONMOUTH OCEAN COUNTY DENTAL SOCIETY
present**

The 4 Riddles

Dr. Gary DeWood

Wednesday, December 6, 2023 9:00 AM to 4:30 PM Seven (7) Credit Hours

LIVE ZOOM SEMINAR

Dear Doctor,

Please join us for this excellent dental team lecture. You and your auxiliaries will find this course very valuable.

The 4 Riddles

In this program Gary will discuss the 4 riddles that all dental teams must solve to achieve success. The **Patient Riddle**, the **Technical Riddle**, the **Behavioral Riddle**, and the **Financial Riddle**.

THE PATIENT RIDDLE

Who is this person, why are they here, why me, why now, what are they after, what are their expectations? knowing the answers to these questions enables the team to connect and to serve. Service is the key to creating missionaries for your practice.

THE TECHNICAL RIDDLE

What is the appropriate solution to the problem this patient presents with? There is only one correct diagnosis - there are multiple solutions. How does the conscientious dentist arrive at the appropriate one for each patient?



THE BEHAVIORAL RIDDLE

If it were all about telling patients what was in their interest and doing it every dental practice would be infinitely successful. Helping patients come to ownership of a problem for which they desire a solution, or helping them see and understand their health in a different way requires behavioral skills and practice.

THE FINANCIAL RIDDLE

Unless the practice is a FREE dental clinic, everyone involved needs to make a living. It is the responsibility of the leader to see that the practice is profitable. It's not possible to just do the dentistry - you must get paid for it. It's not possible to leave it to your accountant to tell you how expenses are - you must monitor it. The dentist has 3 jobs in most practices, dentist, manager, and entrepreneur - all of us do number 1, some of us do number 2, few of us do number 3.

This program will provide participants with:

- *Skills to complete a NP experience that gathers all appropriate data about patients*
- *The ability to complete the diagnosis and use the decision tree to select the appropriate treatment*
- *Techniques to create ownership for patients so they request the treatment that you would have recommended*
- *An outline for planning and monitoring financial goals*

Dr. Gary DeWood

I have been practicing general dentistry for 43 years, focusing most of my time on teaching for the past 21 years after leaving private practice in Pemberville, Ohio. I earned my B.S. in Education from Bowling Green State University, and my D.D.S. from Case Western Reserve University in Cleveland. I completed the University of Florida Facial Pain Center Curriculum and earned a Master of Science degree from The University of Toledo College of Medicine.

I served as Clinical Director at *The Pankey Institute* from 2003 to 2008 and held appointments as Assistant Clinical Professor at The University of Toledo College of Medicine, and Associate Professor at The University of Tennessee College of Dentistry prior to accepting a role as President of Frank Spear's education company, *The Seattle Institute*, in 2008. Shortly after we merged *The Seattle Institute* with *The Scottsdale Center for Dentistry*.

As a founding member of Spear Education in 2008, I served for 10 years as director of curriculum and clinical education on the Spear campus in Scottsdale, Arizona and was Executive Vice-President, teaching in seminars, webinars, and workshops. I also currently hold an appointment as Adjunct Professor at The Arizona School of Oral and Dental Health at AT Still University.

I have had the privilege of presenting nationally and internationally on esthetics, occlusion, appliance therapy, the business of dentistry, and making a connection with patients.

I am an active member of: The Central Arizona Dental Society, The Arizona Dental Association, The American Dental Association (serving on the CCEPR Commission), The Academy of General Dentistry, The American Equilibration Society (Treasurer), The American Academy of Fixed Prosthodontics, The American Academy of Oro-Facial Pain, The American Academy of Cranio-Facial Pain, The American Academy of Esthetic Dentistry, and The American Academy of Cosmetic Dentistry.

**JERSEY SHORE UNIVERSITY MEDICAL CENTER
DENTAL EDUCATION PROGRAM**

REGISTRATION FORM

The 4 Riddles

**Wednesday, December 6, 2023 9:00 am to 4:30 pm Seven (7) Credit Hours
LIVE ZOOM MEETING**

Name: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **AGD #** _____

E-Mail: _____

***email address is required for registration**

TUITION: DOCTOR..... \$185.00

Auxiliaries # _____ @ \$115.00 ea _____

**Please list names and email addresses of auxiliaries attending
on the back of this form. Thank you.**

TOTAL _____

___ **Enclosure Total amount by check payable to J.S.M.C. DENTAL EDUCATION**

___ **Charge to: (circle one) Visa Mastercard American Express**

Account Number: _____ **Exp. Date:** _____

Signature: _____

Please mail check or charge information as soon as possible with this form to:

**Paul J. Condello, D.M.D.
JSMC Dental Education
P.O. Box 667
Neptune, NJ 07754**

or FAX to Eileen 732-869-5785

For further information, please call Eileen Becker 732-869-5734