



WHY WE PRACTICE DENTISTRY

WHAT MAKES US DIFFERENT?

from insurance-based practices

from other fee-for-service dentists

THE VALUE WE OFFER OUR PATIENTS

WHAT DO WE WANT TO ACCOMPLISH?

1 vision

2 business

3 brand

WHO ARE OUR PATIENTS?

patient #1

patient #2

patient #3

HOW DO WE HELP OUR PATIENTS?

LEARN

DISCOVER

CONSIDER

TREATMENT

FOLLOW UP

WHAT ARE OUR SHORT TERM GOALS

WHAT ARE OUR LONG TERM GOALS