



## ANNUAL AI HEAPS & ASSOCIATES INC. PALM SPRINGS DENTAL PRACTICE TRANSITION SEMINAR & GOLF WEEKEND

**FEBRUARY 23-25, 2018**  
OMNI RANCHO LAS PALMAS  
RESORT AND SPA  
RANCHO MIRAGE, CALIFORNIA

**9 HOURS OF INSTRUCTION**



### FRIDAY, FEBRUARY 23, 2018

**9:00 AM - NOON** *Dr. Wilson Kwong*

**Platinum Communication:** *Learn Five Simple steps to having complete control of your case presentations. Have your patients say 'Yes' every time*

In this interactive, fun, and engaging session with global speaker Dr. Wilson Kwong, you will learn some new strategies and key steps in rejuvenating your relationships with your patients. The times have changed and patients are more discerning and have many choices for their healthcare provider. This seminar will help you immediately use some of the relevant and easily implemented strategies to help you be more competitive.

- Systems and Steps to Connect and create Rapport with your patients.
- Learn Personality and Communication Styles for efficient targeted interaction with your patients, team members, and your family
- Learn the Five Key Case Presentation steps to get to "Yes" and see your Case Acceptance improve dramatically
- Learn the 3 most damaging things you can say or do that will ruin your relationships with your patients.

**1:00 PM - 4:00 PM** *Davood Moradi, Sandra Harvey, Mike Brost*

#### **A-Z of Building a New Dental Practice, the Do's and Don'ts**

*Davood Moradi, David Mitchell Co.*

- Feasibility study for new office
- Construction costs, new office vs renovation
- Permit processing and construction management
- Design and Equipment
- Things no one talks about, but it cost time and money

#### **You Had Me at Hello!**

*Sandra Harvey, EDA*

- Identifying and making key changes to have your patients at 'Hello'
- Effective communication
- Refining the process from the incoming call through patient care
- 'Wrapping it Up' - creating a life time patient

#### **The Digitally Integrated Dental Practice**

*Mike Brost, Sinclair Dental*

- Why dentists need to embrace digital technology
- The scope of digital dentistry
- What is the output and the workflows

### SATURDAY, FEBRUARY 24, 2018

**8:00 AM - 11:00 AM**

**Dental Practice Transition Options** *Panel speakers: Henry Doyle, Brian E. Rudy, Howard Kutner, Michael Kutner, Matthew O'Brien, Rob Wild, Calvin Carpenter*

This session will be of interest to dentists planning for a transition. Informative seminar providing answers about transitioning your dental practice, now or in the future.

#### **Topics discussed will include:**

- Corporate dentistry
- Maximizing your practice value
- Reducing your risks when selling
- Minimizing your taxes on a practice sale
- Preparing for a practice sale or transition
- Determining the best time to sell
- Structuring a practice transition
- Legal issues that need to be addressed
- How much is your practice worth?
- Common problems in selling a practice
- What are purchasers looking for?

**LIMITED ENROLMENT**

#### **JOIN US FOR OUR GALA DINNER**

**SATURDAY NIGHT FEBRUARY 24, ON THE TERRACE AT THE OMNI RANCHO LAS PALMAS RESORT**

#### **WEEKEND CE PACKAGE INCLUDES:**

- **FRIDAY FEBRUARY 23**  
- FULL DAY COURSE WITH BREAKFAST AND LUNCH
- **SATURDAY FEBRUARY 24**  
- HALF DAY COURSE WITH BREAKFAST
- **HOSPITALITY SUITE ON THURSDAY, FRIDAY AND SATURDAY EVENINGS 5-7PM**
- **GALA DINNER**
- **9 HOURS OF INSTRUCTION**

## SPEAKERS

**WILSON J. KWONG, DMD, FACD, VDEC FOUNDER** A graduate of the Faculty of Dentistry at UBC, Dr. Kwong has been practicing and teaching leading-edge dental techniques world-wide for over 28 years. A lecturer for Nobel Biocare and Ivoclar throughout North America, Dr. Kwong offers insights into Platinum case presentation, esthetic implant restoration, ceramics and bonding procedures. Dr. Kwong is also a recent recipient of a Fellowship with the American College of Dentists. Dr. Kwong's teaching method is practical, interactive and career changing.

**DAVOOD MORADI** As president and CEO of David Mitchell Co. Davood continues to build a remarkable legacy in the general contracting world. David Mitchell Co. specializes in dental office remodelling and build-out.

**SANDRA HARVEY** joined ExperDent Dental Advisors as VP Western Region. Sandra's extensive experience as a consultant and practice coach has proven to be invaluable to a dental team. Working closely with the principal dentist, Sandra helps to identify their goals and works with the team to achieve their best performance.

**MIKE BROST** joined Sinclair Dental in August of 2016 as the first National Director, Digital Dentistry. Prior to joining Sinclair he worked at the Aurum Group as Vice President of Sales, where he specialized managing a national sales organization as strategic initiatives for Aurum that included CAD/CAM systems and implants. Mike has always been a perpetual student of the industry as a whole, with a keen interest in digital solutions, restorative options, and comprehensive dentistry.

**HENRY DOYLE** is a licensed broker and owner of Al Heaps & Associates Inc. Henry brings a wealth of knowledge and expertise to his clients. Al Heaps & Associates specializes in dental practice valuations, sales and transitions.

**BRIAN E. RUDY, BSc, LLB** Brian is a partner at Synergy Business Lawyers in Vancouver, British Columbia. He is an experienced corporate lawyer and focuses on privately-held corporations and entrepreneurs. Brian's dental expertise includes all legal aspects in the course of a dentist's practice.

**HOWARD KUTNER, LLB AND LLM (Masters of Business Law)** is the founding Partner of Kutner Law LLP. He focuses his practice in the health care sector which includes incorporations of health care professionals, purchases and sales of dental practices, real estate and estate matters. Prior to starting his own practice Howard articulated at a large Bay Street law firm where he focused on corporate and securities work.

**MICHAEL KUTNER, BA, JD, LLB** joined Kutner Law LLP after articling and working as an associate at a Bay Street law firm. Michael's practice at Kutner Law has an emphasis in assisting medical and dental professionals with their business needs, including buying and selling dentistry practices, incorporation of medical and dental corporations, estate and real estate law.

**MATTHEW O'BRIEN** is the Regional Manager Professional Banking for TD supporting the Pacific Region. In his role Matt focuses on providing banking solutions to dentists and other professionals. TD has a strong customer based focus including best in class hours and customer service.

**ROB WILD** promotes TD's Professional Practice Financing Programs within the Prairie Region consisting of Alberta, Saskatchewan, and Manitoba, with a specialty in Dental Professionals. Rob provides banking and financing advice with solutions to collaborate with industry experts and wealth partners. Rob uses his over 16 years' experience to assist dental professionals in financing their practice purchase, buy in, or start up.

**CALVIN CARPENTER, CPA, CA** is a MNP partner and Vice President professional services. Working one-on-one with professionals in the dental industry, Calvin provides valuable advice to help clients reach their business and personal goals. His expertise covers all vital areas of importance to develop customized retirement and succession plans.

## REGISTRATION INFORMATION

**FEBRUARY 23-25, 2018**

**DE 9155**

<b>TUITION:</b>	until Oct 1	after Oct 1
Dentists	\$645	\$695
All other attendees (including Allied personnel, spouses, guests)	\$350	\$395
Golf (Saturday and/or Sunday)	\$90/day	\$90/day

**LOCATION:** **Omni Rancho Las Palmas Resort and Spa  
41000 Bob Hope Drive, Rancho Mirage  
California**

Until December 31 and based on availability, rooms are available at the beautiful Omni Rancho Las Palmas Resort at Spa at the special rate of \$224US per night (plus taxes and fees).

**To reserve your room please contact Ruth Chatel at 604-220-4830,  
or by email [ruth@heapsanddoyle.com](mailto:ruth@heapsanddoyle.com)**

All personnel attending this weekend must be registered.

### **Above registration fee includes:**

CE: full day Friday February 23 & half day Saturday February 24  
Meals: breakfast on both seminar days. Lunch on Friday.  
Hospitality suite Thursday, Friday and Saturday 5-7pm  
Gala dinner on Saturday night

### **Golf fee includes:**

Saturday: Green Fees and boxed lunch  
Sunday: Green Fees, breakfast and Awards lunch

### **CANCELLATION POLICY:**

Limited Enrolment Courses require a minimum of 21 days notice for a full refund less \$50.00 administration fee. Cancellations made between 21 and 14 days prior to the first day of the program will receive a 50% refund. No refund will be granted for cancellations made less than 14 days prior to the first day of the program. Continuing Dental Education at The University of British Columbia reserves the right to cancel courses if deemed necessary by low enrolment, instructor cancellation or other unforeseen issues. In case of course cancellation a full refund will be issued.

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CDE at UBC is an ADA CERP Recognized Provider. ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry. Concerns or complaints about a CE provider may be directed to the provider or to ADA CERP at [www.ada.org/cerp](http://www.ada.org/cerp).

**DISCLAIMER:** Dental education institutions have an obligation to disseminate new knowledge related to dental practice. Some presentations may include controversial materials or commercial references. Sponsorship of a continuing education course by The University of British Columbia does not imply endorsement of a particular philosophy, procedure or product by The University of British Columbia. Fee in full must accompany registration. The tuition fee is deductible for Canadian Income Tax purposes. See cancellation policy.

**TO REGISTER: [DENTISTRY.UBC.CA/CDE](http://DENTISTRY.UBC.CA/CDE), 604.822.6156, 1.877.328.7744**