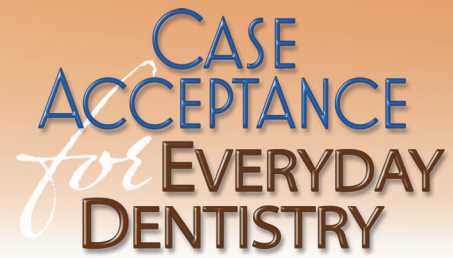


Frequently Asked Questions



What is **Case Acceptance for Everyday Dentistry**?

Case Acceptance for Everyday Dentistry is the solution for dentists and teams to excel at case acceptance. The curriculum, taught by Dr. Paul Homoly, takes you and your dental team step-by-step through the essential conversations, proven successful over the last 20 years. **Case Acceptance for Everyday Dentistry** boosts your practice profitability and eliminates case acceptance stress for you, your team and the patient.

Case Acceptance for Everyday Dentistry focuses on **OUTCOMES**. **Case Acceptance for Everyday Dentistry** goes deep into the topic of case presentation and teaches your team how to effectively communicate and influence patients to make good dental health care decisions. **Case Acceptance for Everyday Dentistry** features an easy-to-learn instructional design built into high production quality workbooks and videos.

Case Acceptance for Everyday Dentistry uses a case study approach that keeps the teaching **highly relevant to everyday clinical situations**.

Case Acceptance for Everyday Dentistry is a leadership tool that ensures the preservation and duplication of a standard process driving successful case presentation behaviors. Your team will **OWN** your case acceptance process and have repeatable outcomes that outlive any personnel changes.

Case Acceptance for Everyday Dentistry includes:

- Eight training modules on DVDs (Over 2 1/2 hours of instruction!)
- CD Rom containing four-color Workbooks for your team and Facilitator Guide with step-by-step instructions
- "The Secrets to Everyday Dentistry" audio CD
- Personal passcode for YES! On-Line, the e-learning format for Case Acceptance for Everyday Dentistry
- Chart membership in our online community forum
- Live, on-line events with Dr. Paul Homoly
- Discounts on Dr. Paul Homoly's workshops, books and other products

Case Acceptance for Everyday Dentistry programming is designed specifically for those patients whose total case fee is less than \$5,000. Soon, we'll be offering case presentation training for patients whose case fee is greater than \$5,000.

Why **Case Acceptance for Everyday Dentistry**?

Most dentists and their teams are frustrated and stressed by patients unwilling to follow their treatment recommendations. Worse yet - some patients, after refusing treatment - leave the practice and never return!

Today's clinical dentistry is so complex that dentists must spend a great deal of time keeping up with advances. It's very difficult to dedicate time to learn about the **single most important topic of practice profitability** - case acceptance.

With **Case Acceptance for Everyday Dentistry**, you and your team learn case acceptance **twice as well**, in **half the time** and **for a fraction of the cost** compared to other programs. AND you're learning from the **Case Acceptance Master, Dr. Paul Homoly!**

Who has been successful using **Case Acceptance for Everyday Dentistry**?

We would love to provide the names and contact information for numerous dentists currently using Dr. Homoly's case acceptance process. In the meantime, review our continuously updated testimonials on the Product page of www.paulhomoly.com.

Dr. Homoly, a world-class leader in dental education, has presented his case acceptance seminars at every major dental association meeting nationwide for over 20 years. This ensures **YOU'VE COME TO THE RIGHT PERSON** for ease of learning and success!

What topics are covered in **Case Acceptance for Everyday Dentistry**?

Case Acceptance for Everyday Dentistry kicks off with an eight-module curriculum that guides you through the case acceptance process – from the initial phone call to important financial conversations. Programming focuses on patients whose treatment fee is \$5,000 or less. This first **Case Acceptance for Everyday Dentistry** series is a prerequisite for the next series which focuses on case acceptance for cases over \$5,000.

- Overview Module - A terrific overview of **Case Acceptance for Everyday Dentistry**. It's your quick start into the content of our case acceptance curriculum.
- Modules 1 and 2 - Teach you how to influence the patient **without sounding like a sales person**.
- Modules 3 and 4 - **Optimize** you and your team's **patient conversations**.
- Modules 5, 6 and 7 - Give you a proven, systematic approach to case acceptance and financial discussions.

The **Case Acceptance for Everyday Dentistry** curriculum is supported by a comprehensive manual for your team and a Facilitator Guide for the leader. Each module ends with an activity, discussion and quiz to ensure everyone gets it.

How is **Case Acceptance for Everyday Dentistry** different from Dr. Homoly's workshops?

Dr. Homoly's "**Making it Easy for Patients to Say 'YES'**" workshops specifically target cases \$5,000 and greater. This **Case Acceptance for Everyday Dentistry** series lays the foundation for doctor/team/patient conversations that lead to overall case acceptance, especially those under \$5,000.

This series:

- Perpetuates the continuity of the case acceptance process in your office
- Introduces new thinking and content
- Allows you to train new team members in-house
- Is perfect for hygienists, treatment coordinators, office managers and chair-side assistants

Who facilitates **Case Acceptance for Everyday Dentistry** for my team?

Typically the dentist, or someone he or she assigns, facilitates the program in your office. Dr. Homoly presents the key content for each module through the course videos. There is a Facilitator Guide which provides scripted discussions and activities. The **Case Acceptance for Everyday Dentistry** Facilitator Guide provides all the step-by-step instructions the facilitator needs

What is the learning pace?

- Eight video modules - 20 minutes each (Standard DVD player or a computer with DVD capabilities is required)
- Team discussion and activities - 30 minutes each

Gather your team together for about an hour for each learning module. We do not recommend using the lunch hour or late-in-the-day training. Try to schedule a training module every 2-3 weeks to give you time to implement what you've learned.

What is Yes! *On-Line*?

Case Acceptance for Everyday Dentistry is available in an e-learning format through **Yes! On-Line**. All of the same **Case Acceptance for Everyday Dentistry** video training modules and materials can be accessed on-line at www.paulhomoly.com

With your purchase of **Case Acceptance for Everyday Dentistry**, you will receive a personal code to access the **Yes! On-Line** web page, learning modules and training materials. Your **Yes! On-Line** membership also qualifies you to receive periodic updates to our materials, special invitations to Dr. Paul Homoly's on-line events, and access to **Yes! Connections**, our on-line community discussion forum.

How do I become a member of Yes! *On-Line*?

Click the Enroll Now button on the Case Acceptance for Everyday Dentistry page of our website. We'll walk you through the simple steps to complete your membership today. For web-based applications, users need a Windows or Apple computer capable of browsing the internet. An Adobe Flash/8 or higher is required to view the videos.

What if we have questions or need help during training?

We encourage all your questions and comments. You can call or e-mail us directly for support or take advantage of **YES! Connections** - our on-line community forum.

Do I need Dr. Paul Homoly's "**Making It Easy For Patients to Say 'YES'**" book and audio CD system?

YES, it is very useful for the dentist to read and be familiar with the content in "**Making It Easy for Patients to Say 'YES'**". The **Case Acceptance for Everyday Dentistry** curriculum has additional concepts not found in the book and the on-line content is periodically updated to reflect new information and ideas.

Can I share my DVDs and on-line membership with a colleague?

We encourage you not to. Giving this information away increases the costs for those who have paid for their membership.

A big part of the benefit of membership is collaboration through **YES! Connections** and our live, on-line events. Without a paid membership, you don't have access to these important benefits, which diminishes the quality of the **Case Acceptance for Everyday Dentistry** experience.

What if I'm not happy with the program?

We offer a 100% money back guarantee, AND we'll ask for your feedback to make improvements!