

WAYNE E. KERR, DDS, MAGD

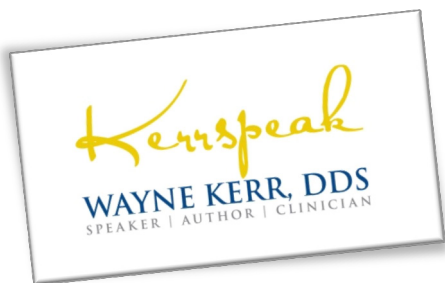
Many dentists **lack the necessary business skills** to *predictably* plan for financial success.

Worse, they often make practice decisions on an *emotional* basis without understanding **the impact to the practice.**

If the business model for the private practitioner is to survive, that practitioner must master basic business skills in addition to clinical efficiency. Without that, our future dental patients will receive care from third party and corporate entities whose ultimate goal is driven by net profit, not oral wellness! Additionally, any successful practice is built by creating one satisfied patient at a time. That takes time, and a commitment from the entire team. Dr. Wayne Kerr's presentations focus on building solid business skills, enhancing chair side efficiency for the clinical team, and helping his audiences find joy in every day.



Dr. Kerr earned a Mastership in the Academy of General Dentistry, and was honored by the Academy in 2011 with its presentation of the Life Long Learning and Service Recognition Award. He has also been awarded Fellowship in both the American and International Colleges of Dentistry, as well as the Pierre Fauchard Academy. Additionally, he is a member of the Hinman Dental Society, an Honored Fellow of the Georgia Dental Association, and has been recognized by state and local organizations as Dentist of the Year, Small Business Person of the Year, and Citizen and Professional of the Year.



Dr. Kerr has been a Field Evaluator for CR Foundation since 1992. He established a clinic for free dental and medical care in 1994, and continues to lecture to senior dental hygiene students in preparation for their national board exam.