

Dentists receive little - or no - business training through dental school.

Worse, many lack the entrepreneurial and leadership skills necessary to thrive in practice.



From a “cold start” in a small community, **Dr. Wayne Kerr** successfully established, managed, grew, operated, and transitioned a private practice. His presentations share his tales of success - as well as failure – from his thirty-five years of general practice and small-business ownership. Through stories, facts and formulas, Dr. Kerr provides **proven business principles** that can be immediately applied to improve lives, practices and financial health.

Dr. 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; key factors to success in today’s challenging business environment.

## WAYNE E. KERR, DDS, MAGD

### STUFF WORTH KNOWIN’ ABOUT MONEY, PRACTICE AND LIFE



Contemporary, pertinent, and useful information regarding money, practice, and life. Consider life’s challenges and benefit from Dr. Kerr’s personal experiences – both good and bad! Examine stress management and life planning techniques. Learn ways to improve your chance for financial success, and consider the needs of loved ones as the years pass.

### TEN THINGS...! CLINICAL TIPS AND TECHNIQUES FOR PRACTICE SUCCESS!

**Lecture format:** Designed to enhance the skills of the entire clinical team, this presentation examines some of the challenges dental teams face daily and describes solutions to improve chairside efficiency using a number of the most cutting edge products and techniques available in today’s market.

### NOW WHAT?!? OVERCOMING PRACTICE DISRUPTERS

In this **optional, accompanying workshop:** Participants will have fun resolving clinical and practice management scenarios and learn from each other as they propose solutions to real life issues we face in our practices almost every day. Participants share ideas and think outside the box!



### BUILDING A BOOMING BUSINESS!



Dentists are typically well prepared to care for their patients through excellent clinical training, but are grossly underprepared to own or operate a small business in today's changing and challenging marketplace. Learn valuable *real life* lessons in this dynamic and fast-paced program which will touch on many of the factors necessary to operate your practice successfully.

*Invite Dr. Kerr to speak for your next meeting!*



# STUFF WORTH KNOWIN' ABOUT MONEY, PRACTICE AND LIFE

Want to be *financially secure* and **prepared for life's certain challenges?**

Are you *up to date* with **products and clinical techniques?**

Wish to *minimize stress* in your life and discover ways to **bring joy to every day?**



It has been said that “*Growing old is a given, but growing wise is an option!*” This presentation is filled with contemporary, pertinent, and useful information regarding money, practice, and life. Consider life’s challenges, and benefit from Dr. Kerr’s personal experiences – both good and bad! Examine stress management and life planning techniques. Learn ways to improve your chance for

financial success, and consider the needs of loved ones (spouses, children, and parents) as the years pass. ***Explore fifteen ways to love your life more!!***

These serious topics, presented with humor, will give attendees a great deal to think about (and a good bit of homework!) This inspiring and informative presentation will absolutely change your life!

## COURSE OBJECTIVES:

- New and useful products and devices.
- Strategies and formulas for financial success - and the cost of procrastination.
- Tips for avoiding identity theft.
- The importance of compound interest, the rule of 72 and debt reduction.
- Key components for retirement planning and understanding Social Security.
- Organizing personal and financial information to ensure it is accessible when needed.
- Ensure preparation for life’s *inevitable* familial transitions as parents and children age.
- Techniques for effective time and stress management.
- Ways to love life more!



**WAYNE KERR, DDS**  
SPEAKER | AUTHOR | CLINICIAN

*Kerrspeak*

RECOMMENDED AUDIENCE:  
RECOMMENDED FORMAT:

Dentist and the entire team  
Half-day or 90 minute

Would you like to *enhance your diagnostic skills*?

Can you *accommodate the emergency patient* without totally wrecking the schedule?

Does your *heart sink* when you see Mrs. Magillicutty on your schedule?

## TEN THINGS...!

CLINICAL TIPS AND TECHNIQUES FOR  
PRACTICE SUCCESS!

Lecture

Designed to enhance the skills of the entire clinical team, this presentation examines some of the challenges dental teams face daily and describes solutions to improve chairside efficiency using a number of the most cutting edge products and techniques available in today's market. Participants will learn how to obtain detailed alginates, create custom acrylic temporaries faster, achieve tighter and more anatomical Class II contacts, stabilize broken teeth within minutes, and easily restore Class V lesions.



### COURSE OBJECTIVES:

- Examine some of the newest restorative products available.
- Evaluate the usefulness of current devices and small equipment.
- Improve your alginate, temporization, and sealant techniques.
- Obtain tighter Class II composite contacts & easily restore Class V lesions.
- Review patient education software to improve case acceptance.
- Temporize most broken teeth within minutes!

RECOMMENDED AUDIENCE: Dentist & clinical team

RECOMMENDED FORMAT: **One Hour Lecture**



## NOW WHAT?!?

OVERCOMING PRACTICE DISRUPTERS

Workshop

Have fun resolving clinical and practice management scenarios in this *optional, accompanying interactive workshop*. Participants will learn from each other as they propose solutions to real life issues we face in our practices almost every day. Drawing on more than three decades of private practice experience, Dr. Kerr will lead a discussion of common challenges, and offer both practical and inventive solutions. Come prepared to share your ideas and to think outside the box.

### COURSE OBJECTIVES:

- Evaluate simple techniques to minimize "practice disrupters."
- Avoid legal snafus that can cost the practice time, money, and aggravation!
- Examine practical techniques that can improve efficiency and success.
- Learn inexpensive ways to market your practice and upgrade your office.
- Improve hiring skills to enhance team success.

RECOMMENDED AUDIENCE: Dentist & clinical team

RECOMMENDED FORMAT: **Two Hour Workshop**



# BUILDING A BOOMING BUSINESS!

Are you *clinically savvy* but **business challenged**?

Can you provide a *complex clinical* service to your patient,  
but worry about **meeting your next payroll**?



Dentists are typically well prepared to care for their patients through excellent clinical training, but are grossly underprepared to own or operate a small business in today's changing and challenging marketplace. With more than three decades of small business ownership as a private practitioner, Dr. Wayne Kerr has experienced – and *solved* – the problems that dental practices face. Learn valuable *real life* lessons in this dynamic and fast-paced program which will touch on many of the factors necessary to operate your practice successfully.

## COURSE OBJECTIVES:

- Basic understanding of the concepts required to establish, operate, market, manage, assess, and maintain a practice.
- Comprehension of the classic stages of business and how they impact practice decisions.
- How to plan for financial success.
- Review the critical steps in hiring successfully.
- Increased knowledge of team building and staff leadership.



**WAYNE KERR, DDS**  
SPEAKER | AUTHOR | CLINICIAN

*KerrSpeak*

RECOMMENDED AUDIENCE:  
RECOMMENDED FORMAT:

Dentist, Business Team, Spouse, Student  
Half-day or 90 minute

# WAYNE E. KERR, DDS, MAGD

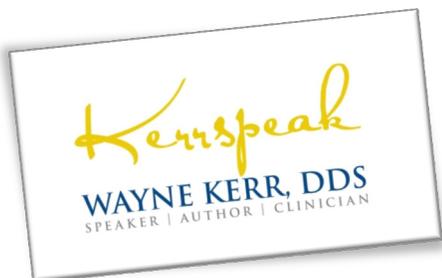
Many dentists **lack the necessary business skills** to *predictably* plan for financial success.

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.

## PAST PRESENTATIONS *(PARTIAL LIST)*

### MAJOR DENTAL MEETINGS:

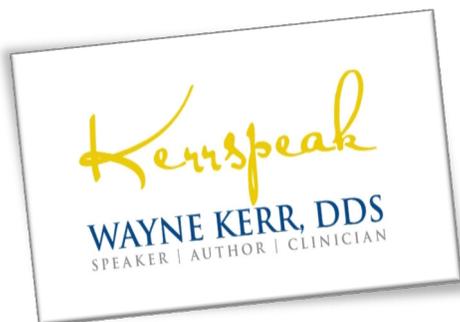
Texas Meeting  
Yankee Dental Congress  
Chicago Midwinter Meeting  
American Dental Association  
Academy of General Dentistry  
Thomas P. Hinman Dental Meeting

### DENTAL SOCIETIES AND ORGANIZATIONS:

Twenty-East Study Club  
DeKalb Dental Study Club  
Georgia Dental Association  
Dental Hygiene Seminars, Inc.  
Northern District Dental Society  
Southeastern District Dental Hygiene Society

### ACADEMIC INSTITUTIONS

Emory University  
Georgia Institute of Technology  
Medical College of Georgia (now Georgia Regent's University)



# TESTIMONIALS

*Wayne – It really was ‘Stuff Worth Knowin’!’*

Dr. Max Ferguson, Program Co-Chairman;  
Hinman Dental Meeting, 2013

*“You played a bigger role than seminar lecturer. You were instrumental in this year’s success! Thanks!”*

Dr. Bradley K. Greenway, General Chairman  
Hinman Dental Meeting, 2013



Courtesy: Robb Cohen Photography

*“What a great job – You must come and visit us again.”*

Dr. Aloysius F. Kleszynski, Director, Scientific Programs  
Chicago Midwinter Meeting, 2013

*“You did a fabulous job! I was reading the comments, and you were a BIG hit! Many great comments about your lecture and useful information.”*

Katherine B. Allen, Scientific Chair, 2011  
Southeastern District Dental Hygiene Society, Georgia



Courtesy: Robb Cohen Photography

*“Thank you for your assistance in making this year’s meeting exceed all expectations. We are grateful for your hard work and dedication as a presenter and we appreciate all that you did to contribute cutting-edge knowledge to the profession. We enjoyed having the opportunity to work with you during this meeting and we were fortunate to have you as a presenter at the 152<sup>nd</sup> ADA Annual Session.”*

Dr. Kent Percy, 2011 Programs Sub-committee  
Council on ADA Sessions

*“Thanks, Wayne. You are an important part of the success we have experienced this year. Without the cheers, we’re just like the rest. You always help us take it over the top.”*

Dr. Peter Kole, Co-Owner  
Dental Hygiene Seminars, Inc., 2008

*“I was delighted to see you at the Yankee meeting. I’m pleased to know you are doing more speaking and best of all, that you enjoy it! Keep it up.”*

Dr. Gordon J. Christensen; Director, Practical Clinical Courses  
CEO and Co-Founder, Clinicians Report

*“On behalf of the Texas Dental Association, the Council on Annual Session wants to thank you for being a very special part of our 140<sup>th</sup> Annual Session and contributing to our meeting’s astounding success.”*

Dr. William S. Nantz, General Chairman  
2010 Texas Meeting

