

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. Examine ways to love life more, improve your chance for financial success, and meet the needs of loved ones as the years pass.

Life After Dr. and How to Get There



Only one in five dentists will successfully transition their practice to new ownership. Learn key concepts to facilitate the process, five critical purchase parameters, and important steps to take after the sale. Evaluate a dentist's typical retirement budget and learn how to calculate your "retirement number." Examine the importance of retiring TO something, and identify specific ways to love "life after Dr." This fun and thought-provoking presentation will help you take the steps you need to become "one of the five!"

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. Examine ways to love life more, improve your chance for financial success, and meet the needs of loved ones

as the years pass. ***Explore seventeen 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: Dentist and the entire team
Recommended Format: Half-day or 90 minute

Life After Dr. and How to Get There

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Learn key concepts to facilitate the process, five critical purchase parameters, and important steps to take after the sale. Evaluate a dentist's typical retirement budget and learn how to calculate your "retirement number." Examine the importance of retiring TO something, and identify specific ways to love "life after Dr." This fun and thought-provoking presentation will help you take the steps you need to become "one of the five!"

Course Objectives:

- Briefly discuss wealth-building techniques.
- Review Social Security options and their impact on retirement.
- Compare your projected retirement budget to current standards.
- Examine the decision-making process leading to transition.
- Overcome four stumbling blocks to a successful transition.
- Identify two non-clinical discussions you must have before the sale.
- Discover five parameters that will help you sell your practice.
- Discuss critically important steps to take after the sale.
- Consider "life after Dr." strategies to love life more!



WAYNE KERR, DDS
SPEAKER | AUTHOR | CLINICIAN

KerrSpeak

Recommended Audience: Dentist, Spouse
Recommended Format: Half-day or 90 minute

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

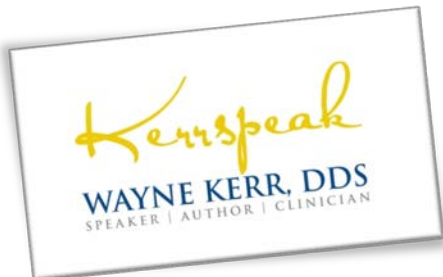
Many dentists **lack the necessary business skills** to *predictably* plan for financial success.

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 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 an Adjunct Associate Professor for the University of Alabama's School of Dentistry in Birmingham. He 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:

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



Dental Societies and Organizations:

Cincinnati Dental Society
Dental Hygiene Seminars, Inc.
Georgia Academy of General Dentistry
Georgia Dental Association
Northern District Dental Society
Southeastern District Dental Hygiene Society
Speaking Consulting Network

Academic Institutions

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



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

“I was lucky enough to see a presentation by Dr. Wayne Kerr earlier this year and frankly I was blown away. Wayne's tales of success and failure from his 35+ year career in dentistry had me laughing hard and seriously rethinking a lot of what I thought I knew about how to succeed as a solo practitioner.”

Fred Joyal, CEO, Futuredontics



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 152nd 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

“Keep up your excellent work. You are a shining light in the CE world. We need you and your vast ‘real world’ experience.”

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 140th Annual Session and contributing to our meeting’s astounding success.”

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

