

SPEAR

PROFILES IN SUCCESS

“IT’S BEEN AN INCREDIBLE GROWING EXPERIENCE”

THE PATH WITH SPEAR...

It started at a Chicago Midwinter Meeting several years ago when I picked up a couple of Spear videos and signed up for two seminars. I watched those videos and I was really impressed. Then I went to the seminars and what I saw there really convinced me. I decided

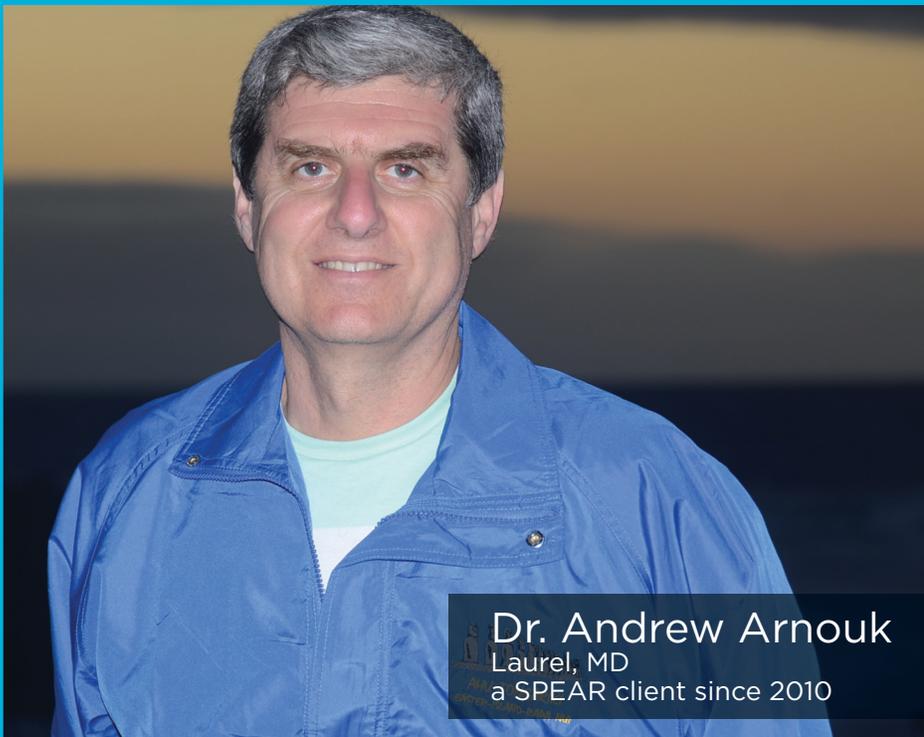
to go for the whole thing. I took all the seminars and enrolled in all the hands-on workshops. Last year, I started to mentor at the workshops. Each step I take is like reaching another level of understanding. It’s just been an incredible growing experience.

FAVORITE EXPERIENCE...

I have attended Facially Generated Treatment Planning four times now. I attended once, I audited once, and I’ve been a mentor there twice. And every time I go I learn something new. Because of that workshop, I feel confident taking a complicated case and making it easier by breaking it down step by step. That is the beauty of that workshop: it gives you the confidence to approach dentistry at a high level, in a way that is accessible to everyone.

THE WORKSHOP DIFFERENCE...

You can watch videos of somebody swimming, or listen to someone explain the techniques of swimming—and that can all be really useful and constructive—but until you jump in the water with an expert instructor, you really don’t understand what it means to swim. That’s what the workshops are all about: they’re about diving in and swimming. I love that real-world element.



Dr. Andrew Arnouk
Laurel, MD
a SPEAR client since 2010

Dr. Andrew Arnouk graduated from the University of Pittsburgh, School of Dental Medicine in 1998 and moved to Maryland to open a practice shortly thereafter. He has since distinguished himself as an accomplished esthetic dentist. He has spent a lifetime studying the principles of leadership and goal attainment, both in and out of the practice, and he has been an enthusiastic advocate for what Spear can provide to dentists who are serious about performing Great Dentistry.

REAL RESULTS

CASE ACCEPTANCE
HAS GONE FROM
20%-30% TO
80%-90% ON
LARGE MAJOR
CASES

NO-LIMITS DENTISTRY...

A few years ago, my comfort zone was cases up to about \$10,000. I just didn't know how to talk about anything beyond that. Now I have no restrictions. And that's the way it should be. Practicing dentistry at an average level is just not exciting. You have to keep pushing yourself out of your comfort zone. That's when you really enjoy what you do.

THE IMPORTANCE OF IMPLEMENTATION...

If you don't apply what you learn it's not education, it's entertainment. And you have to do it right away. When I'm on my flight back home after attending a course at Spear in Scottsdale, I am going through my notes right away. I'm writing down what I am going to apply first. I train my staff on it until it is implemented completely and then I move on to the next item. It goes back to that "layered learning" approach: one step at a time. If you don't do it that way, it can feel overwhelming.

THE DIFFERENCE IN THE OPERATORY...

I am much more comfortable doing a full arch rehab now. It's totally predictable, and that is something I couldn't say before I got the education through Spear. There was a lot of guesswork, and trying to figure out what the lab would give me and how to work with that. Now I am much more confident in all aspects and I know exactly how to communicate with the lab. It's made a huge difference.

THE ROAD TO INSURANCE INDEPENDENCE...

My vision was to pull out of insurance completely. I had been dealing with this model for 13 years but it didn't fit my vision for an ideal practice. Still, I had some large accounts and the idea of leaving was scary. But the more I

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learned through the Spear education curriculum, the more I was determined to break free. Eventually, I sat down with my office manager and we developed a plan where every three or four months we would drop one insurance carrier and work more on creating value in the practice for ideal care. It worked. As of last year, my practice is now finally insurance-free. Spear played a big part in giving me the competence and the confidence to do that.

THE OLD VERSUS THE NEW APPROACH...

For years I did it the way most dentists do: You talk about what you see, you come up with a number, and then the patient says yes or no. And when they say no you think: what did I do wrong? Eventually you shy away from presenting full dentistry because you are afraid they are going to say no. Now I take the Spear approach. I simply present my findings to the best of my ability, and then the patient asks me, what can we do about it? That's when I talk about what is possible. It's just amazing—80 to 90% say “yes, I want to do what you were talking about.” And then we figure out how to do it financially.

TURNING EMERGENCIES INTO OPPORTUNITIES...

I'm here in the office right now [on Saturday]. I came to see an emergency patient who needed a wisdom tooth extraction, but as we were waiting for the numbing to take effect, we chatted. I showed her a few things on the big monitor and she came to understand the further possibilities. She started to appreciate my value. Now she is scheduled to come in Monday for a comprehensive examination. That's the kind of response you get when you exhibit the right confidence and you know how to talk about possibilities in a way that gets patients excited. And that's a big part of what Spear is about: getting patients as excited about dentistry as you are.

FREEDOM AND LIFESTYLE...

My vision was to spend less than 200 business days a year in the practice. I was finally able to achieve it last year while still achieving the income I needed to maintain the lifestyle I wanted. So now I can spend the time I want with my family, I can travel, I can educate myself, and mentor other dentists, and do all the other things that are important to me.

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FOR MORE ON THE SEMINARS AND WORKSHOPS THAT MAKE UP THE SPEAR LEARNING CONTINUUM, VISIT SPEAREducation.com OR CALL 1-866-781-0072.