

“IT’S A GREAT WAY TO GET EVERYONE ON THE TEAM ALIGNED”

HOW IT ALL STARTED...

I had been going to Scottsdale to attend CEREC courses there and really loved the experience at the Center. So I came back with my office manager and my receptionist to attend one of Imtiaz’s

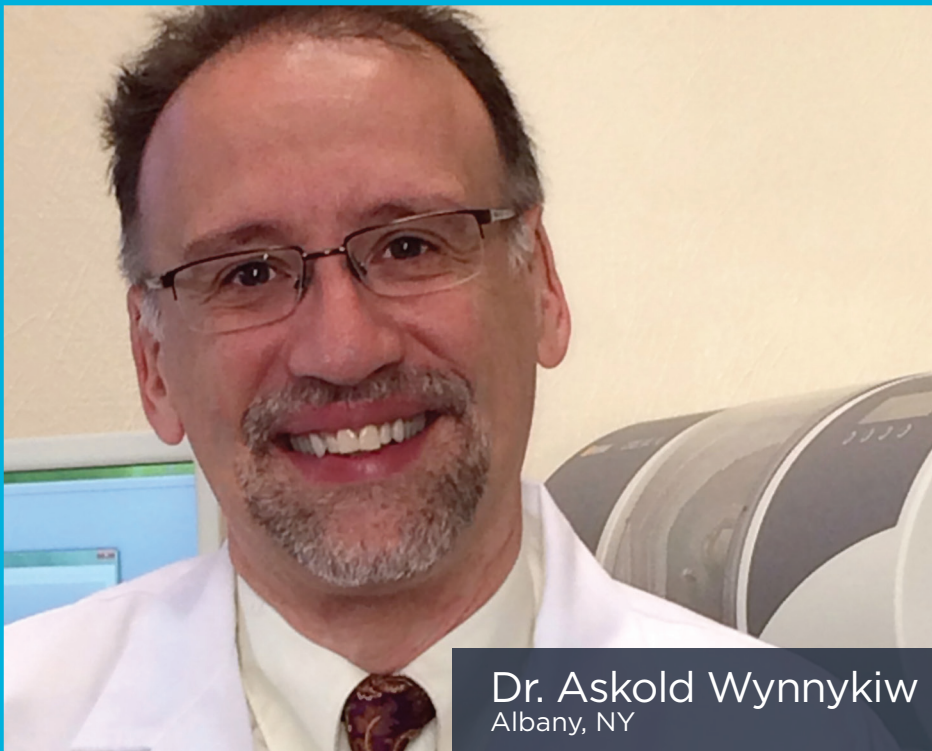
courses. We were so inspired by what we saw at that program that I decided to sign up right there to get access to the online lessons. I knew right away that I wanted my whole team to get involved with this kind of education.

A GREAT TEAM ALIGNMENT TOOL...

Usually when I go to courses I come back energized but nobody else is. But that time I came back with two allies who were really energized by what they saw there and they helped spread the enthusiasm. So it was really great to be able to use the online lessons to help get everyone else on board with what we were so excited about. We would get together as a team regularly and pick a video and go through it and go through the discussion guides and the resources. It has been just a great way to get everyone on the team aligned. I find that is very important, because you can be a great dentist but if your team isn’t completely behind you, you will never achieve as much as you can. The online courses were a great opportunity for us to really come together and learn as a team, and in that way, from my perspective, it made leadership easy.

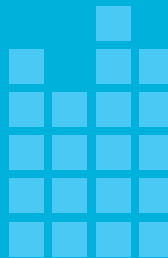
THE ONE-VOICE SOLUTION...

When I first opened this practice I decided I wanted to be fee-for-service. So I knew that meant I had to focus a lot on patient value and the right patient experience. When it came to educating myself and the team, I realized I was limited by the fact that I had to focus on performing dentistry every day. I knew I needed to get that one comprehensive source of coaching to bring it all together; it was just a question of how to do it most effectively. Now, with the framework I have gotten from Spear and the ongoing education we are able to get through their digital learning, I feel I have found the answer.



Dr. Askold Wynnykiw
Albany, NY

Right from the beginning of his career, Dr. Askold Wynnykiw was devoted to doing what it takes to be at the forefront of the profession. He graduated in the top 10% of his class at NYU College of Dentistry where he was inducted into the OKU (Omicron Kappa Upsilon) Dental Honor Society. He opened a successful private practice in 1999, which grew consistently. A couple of years ago, he saw rapid growth after attending a Spear course and discovering that achieving ideal team alignment could be just a few mouse clicks away.





EDUCATION YOU CAN PUT INTO PRACTICE RIGHT AWAY...

We started out going through Imtiaz's practice management lessons and now I have started getting into some of the clinical ones as well. In fact, after getting a taste of that online I have now signed up for my first clinical courses at the Center and I am really looking forward to that.

The lessons that discussed the philosophy of patient value were really good—everyone found them very thought-provoking. Now that Imtiaz has added a lot of content to the New Patient Experience, that is going to be our next focus. On the clinical side, the case presentation videos that are presented by Frank Spear really stand out for me. I am not a natural conversationalist—I am more of a quieter, scientific-minded person—so his common sense advice on how to communicate with patients and how to use technology and how to use photos and x-rays to help you make a compelling presentation was very useful for me. In fact, since watching that, I have installed 50-inch screens in all of the operatories. Now, as I have discussions with patients, I put things up on the screens to show them what is going on. It has given me a whole new way to communicate, and that alone has made a huge difference.

HOW INCREMENTAL BECOMES EXPONENTIAL...

In just about the last year or so our practice has essentially doubled its production. Still, it doesn't happen overnight; it's a journey. But as we

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go through these videos, we get to introduce the team to new ideas and we just keep building on that. It reminds me of the old Chinese proverb about how to eat an elephant: one bite at a time. We started using the digital lessons and we saw progress in an incremental way. Now we are seeing exponential results.

HOW IT ALL FITS TOGETHER...

After that Spear course in Scottsdale, coming back and doing the videos was a great introduction for the rest of the team so they could see what we were so excited about, and for those of us who had been there it was a great way to keep the energy going. Then, when we went back to Scottsdale with the whole team, it was a perfect opportunity for those who had only seen the videos to get a sense of that energy that happens there. And now that everyone on the team has seen Imtiaz live, it's really great to be able to reconnect with his philosophy and teachings whenever we want. Watching these lessons together as a team is the next best thing to having Imtiaz or Frank in our office. Our practice has grown substantially as a result. And the great thing is, we get to do it on our own schedule.

WHY THE SPEAR APPROACH WORKS...

All the material is extremely thorough, well researched, well thought-out and expertly presented. In today's YouTube world, and especially for busy practices, this is an ideal way to get quality education on demand. It's great for dentists who maybe can't get away very often to attend all the programs, but it is also great as an adjunct when you do go to courses to support you in an ongoing way.

We get a lot of great reviews from patients and I think our success—especially over these last several months—really speaks for itself. I know that so much of that success is because my team has bought in totally to our mission. And I attribute a lot of that to the continual learning we do together with Spear.

SPEAR

TO LEARN MORE ABOUT SPEAR DIGITAL SUITE FEATURES AND TO BROWSE OUR LIBRARY OF ONLINE COURSES, VISIT SPEAREducation.com OR CALL **1-855-625-2333**.