In 1981, in Owens, Illinois—the 6th largest glass plant in the world closed its doors. What followed was a domino effect of failed businesses, staggering unemployment and a devastatingly bleak economy. That was the year after Dr. Steven Rasner opened his practice. Regrettably, since that time Bridgeton, NJ has remained nationally ranked for its unemployment, poverty levels and lack of growth.

During this same period, Dr. Rasner has nurtured a private fee-for-service practice that commands fees in the top percentile in the nation. It grosses over 4.1 million per year on a four-day workweek with a “two day per week” associate and a “substantial bottom line.” His team of 16 has been with the practice an average of 16 years. The practice has been a pillar of strength in community civic duty and was awarded a Congressional Recognition Award in 2000.

Dr. Rasner has published multiple books, including: The Protocol Book; The Art of Getting Paid; and The Bullet Proof Guide to the Extraordinary Practice.

Dr. Rasner has published over 50 articles in many industry journals, including:
- Dentistry Today
- Dental Economics
- Inside Dentistry
- Australasian Dental Practice
- British Dental Journal
- Contemporary Esthetics
- Dental Practice and Finance
- Tom Orent’s 1,000 Gems
- The Profitable Dentist Newsletter
- Dentaltown

**Professional Associations:**
- American Dental Association
- American Academy of Periodontology
- Academy of General Dentistry
- American College of Implantology
- The International Congress of Oral Implantologists
- The International Academy for Facial Esthetics

**Awards and Honors:**
- Dentistry Today’s Leader in CE, 2006 - present
- Lifetime Achievement Award – Excellence in Dentistry, 2011
- Best New Speaker of the Year - Excellence in Dentistry, 1998
- Congressional Recognition Award for Community Service, 2000
- Toronto Academy of Cosmetic Dentistry Highest Rated Speaker, 2005
- Speaker of the Year at Masters of Dentistry Extravaganza Australia, 2006
It’s Finally Here: The “Real World” Blueprint for Extreme Dental Success

Hands on
Atraumatic Extractions,
Socket Grafting,
and Introduction to Implant Placement

This is the course your members are looking for!

Models used are the highest end, lifelike products in the industry, featuring different bone densities, lifelike tissue, and correct subsurface anatomy.

Includes the case presentation skills and low-cost marketing techniques that marry perfectly with these skills.

Course can be customized for your needs: One full day, two full days, or in 3 hour breakout sessions. Taught by one of the most captivating educators of our time.

Dr. Rasner has been providing seamless, quality programs for 21 years. He is easy to work with, and can provide first class industry sponsors to help contain costs. Call or email today to schedule: DrRasner@aol.com, 800-337-8435.

RealizingTheDream.com @RealizingDream DrRasner@aol.com 800-337-8345
The Thriving Fee-For-Service Practice

Realize the Dream in YOUR Practice

Full or Half Day Course

Ready to increase case acceptance and cash flow and decrease the “bumps” in your day?

Ready to get the entire team motivated and on the same page?

Ready to actually implement the necessary protocols to realize YOUR dream practice?

This inspiring and powerful presentation has galvanized dental practices around the world. Drawing from 30+ years of increased growth and profitability, Dr. Rasner shares the protocols and foundations that can elevate any dental practice to extraordinary levels of success.

Includes: Practice management strategies for increased productivity and profitability and decreased drama. Use it on Monday clinical gems that range from enhancing your soft tissue esthetics to dramatically improving your anesthetic technique. Leadership principles that have kept his staff of 16 together for an average of 16 years... without going broke! The psychology of winning: The mental toughness we all need to bounce back from that “bad week.” Lastly, where balance fits into the dynamic of success. How the super achiever can give back to the world and not miss out on the most important parts of the journey: family, friends and a full life.

Participants will learn:

- What it takes to remain independent from PPOs, Corporate Care and Mid-Level Providers
- The formula to have patients “go out of network” for your care
- Exploding your hygiene productivity starting Monday
- Assimilating the “mind blowing” business principles of Apple, Starbucks, and The Ritz
- Reducing your overhead by $100,000 this year, Really!
- The one and only effective way to motivate your team
- How confidence takes you further than any equipment, eclectic art or Starbucks’ coffee in the reception room.
- Protocols: What they are and how you’ll never grow without them!
- Oral sedation: My specific fool proof protocol for the easiest and most powerful skill set to incorporate
- Why patching that filling, bonding with the new patient and presenting comprehensive care down the road is killing your practice!
- The hidden jewels: The $250,000 that 99% of dental practices leave on the table each year
- The 4 principles of 90% case acceptance: It’s that simple
- The easiest way to make staff transitions that no one does!
- Out of the Box Marketing: The formula for abundant referrals
The First Year Out:
Credit cards, car payments and debt
Personal treatment planning your next 5 years
Associateships: Do’s and don’ts

Clinical Training: A two year course-by-course recommended residency and why

The New Patient Experience: Today’s new dentist faces obstacles unlike any generation before. Corporate care chain dentistry; fewer fee for service practices; and the tsunami of managed care practices have made traditional fee for service practice an epic challenge. The one area where the new dentist can easily distinguish themselves from the rest is during the new patient experience. Drawing from 36 years of learning what is important and what isn’t, this presentation will provide the recipe from the first phone call until they leave their first appointment.

The Art of Case Acceptance: Many of your talented classmates will face early burnout and a career of one tooth dentistry because they lack the most vital chairside skill: Getting patients to accept the care they need. This is how you do it.

The Art of Getting Paid: Another achilles heel in a fledgling practice is the inability to get paid in full for services. It’s a known practice management parameter that if balances due aren’t collected in 90 days, there is only a 20% chance of ever collecting it. This section is dedicated to the model for getting paid up front, and further, why that turns out to be the more prudent and ethical way to practice.

Marketing in 2018: Dentists unequivocally waste more money on broken marketing promises than any other part of their practice. We’ll highlight both the most powerful and low cost marketing designed in the past 18 months for the new dentist (or any dentist) with an emphasis on “word of mouth” referrals.

Leaving a Legacy: Bonding and giving back to community may not be foremost on the new dentist’s mind. This section will show countless opportunities to unite your practice with the community, creating a legendary reputation where both patients and businesses want to be on board with your organization.
Creating a lifelong patient at the first visit
A blueprint from the first phone call through the first appointment that will provide a crystal clear picture of how to make a person feel like a valued client, laying the groundwork for willingness to go out of network for your services!

How and why to get paid up front
Extending payments is bad for everyone, including the patient. This gives you everything you need, especially the verbiage, to have patients comfortably pay for their services upfront; before treatment.

Oral Sedation
This is NOT the oral sedation you have heard about. It is, however, the most effective and safe combination in the industry. This presentation shares everything: The do’s and don’ts; the marketing; the scheduling and the enormous impact on your practice.

Five cornerstones of Ultimate Case Acceptance
Case acceptance has way more to do with perception than most clinicians realize. Studies are clear that patients make judgments about us in seconds, especially on confidence and trust. This discussion includes everything from the verbiage for the very first contact to a step by step account of what should happen when. Everything counts: your words (and what never to say); the staff’s role; your “look”; length of visit; the significant other. This is how you do it!

Finding and developing your team:
This presentation is dedicated to keeping your team together for the long run. Almost everything you have heard regarding motivation is false. Stop wasting money. This will tell you what really works and why. It will also address the most critical aspects of your new candidate interview. Lastly, it will address the best places to find the world class staff. The Four Seasons and Ritz Carlton do it; so can you.

Real world realistic cost based marketing:
Start with understanding the worst word in marketing is free. Free bleaching; free consultation. Forget about it. How would you like to own the best word of mouth system in the industry? You will get that from this course and how much effort to put into all the mediums from TV (NOT) to radio to small market papers, and of course your role with social media.
How many times have you sat through a good CE course, but 2 days later the motivation was gone and you could not clearly remember the principles that were taught? Retention of new concepts and skills increases exponentially when dentists are able to actively work with the new material. To help your attendees gain the fastest results in learning how to place dental implants, Dr. Rasner suggests this half-day Hands-On course as the perfect complement to his half-day Lecture.

Join Dr. Rasner to solidify the learning of basic surgical protocol for implant placement in the mandibular symphysis for an overdenture. During this supervised session, participants will have the opportunity to apply clinical protocols from incision design, osteotomies, implant placement, various suture techniques and attachment of Zest Locator attachments to function with the mandibular overdentures.

* Models will be provided for implant placement and suturing.

Participants will learn:
- Incision Design
- Osteotomy Techniques
- Implant Placement for Mandibular Overdenture
- Review of Basic Suturing Protocols
- Prosthetic Attachment of the Mandibular Overdenture with Zest Locators

“Highest rated speaker by attendees.”
~ Toronto Academy of Cosmetic Dentistry, 2005

“Unique ability, high energy, quick witted & humorous. Dr. Rasner’s seminar is an experience. A rising star with a great depth of character.”
~ Larry J. Cook, DMD; President
American Academy of Dental Practice Administration
Atraumatic Extractions

For the General Dentist

This powerful presentation was designed to galvanize any dental practice. Drawing from 30+ years of clinical experience and 5,000 hours of CE, Dr. Rasner explains step-by-step protocols for a wide array of oral surgical procedures that most GP’s tend to refer. He has condensed foundational principals learned from world-class leaders in clinical education into the most safe and predictable oral surgical services for the general practice. These procedures can elevate any dental practice to extraordinary levels of success:

- Safe Patient selection
- Oral sedation protocol
- Red Flags
- Antibiotic Coverage
- Atraumatic extractions
- Socket grafting
- A review of angiogenesis
- Connective tissue grafts
- Surgical implant surgery introduction
- Case presentation and fees
- Suturing 101: Interrupted, Continous, Horizontal & Vertical Mattress

In this presentation that is designed for the entire dental team, Dr. Rasner shares Use it on Monday clinical gems that will enhance your hard and soft tissue esthetics as well as add significant productivity to your office. Along the way, Dr. Rasner will throw in many eye popping practice management strategies. Expect a fast paced, fun, humorous and motivational day. Dr. Rasner has been an award-winning speaker for over a dozen years and has presented in 40 US states and several countries abroad.

“Voted #1 Speaker of the year.”
~ Masters of Dentistry Australia, 2006

~ William Slagle, DDS, MED; Program Chairman
Midsouth Dental Congress

STEVEN L. RASNER, DMD, MAGD
800-337-8435
RealizingTheDream.com
DrRasner@aol.com
"Steve Rasner provides an energy that keeps you on the edge of your seat, content that helps propel your practice to the next level, and the motivation to follow through! One of the best Practice Management speakers in the world today! He will help you realize your Dreams!"

~ Dr. Ron Goodlin, President
Toronto Academy of Cosmetic Dentistry

"Dr. Rasner’s skillful delivery, ideas and words will resonate with you whether you are a long-time practicing dentist or a dental student. His message is universal. His high energy and enthusiastic presentation style will capture your attention and keep you engaged. I highly recommend Dr. Rasner."

Michael L. Rowland, Ph.D.; Assistant Professor
Univ of Louisville School of Medicine

"Dr. Rasner has had a massive influence on my practice, allowing me to grow by 35% in bad economic times while treating people more conservatively and more ethically."

Dr. Lincoln Harris; Founder
Harris & Callaway Professional Education; Australia

“Steve is the superstar of the next century. In my opinion, after having visited over 1,100 dental offices throughout the United States and Canada, I can honestly tell you that Steve Rasner has the best practice I have ever seen or heard of. No one could find a better model to set your standards by than Steve Rasner.”

Dr. Earl Estep

“Steve is a living example of what happens when intensity coupled with his ability to motivate both staff and patients are put into motion.”

Dr. Frank Spear

“Emerging from the glut of practice management is one of the brightest and most inspirational speakers of our time. Steve’s presentation may be the best one-day seminar in dentistry today.”

Dr. Woody Oaks

“What Steve does is so powerful it goes “beyond practice management.” It has to be one of the most professional and informational one day presentations in dentistry today.”

Dr. Bill Strupp

"Dr Rasner blew us all away. He has a wonderful ability to mix science with what really matters in life. Attendees left feeling they were touched to their deepest core and learned so much!"

Kobus and Danita Steyn
and the United Dental team

"Dr. Rasner is the most inspirational and passionate speaker I have ever met. His presentation was one of the most uniquely satisfying we have ever seen."

Dr. Jennifer Hirsch Doobrow

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Book Dr. Rasner for your next event!

800-337-8435

View Demo Video at:
www.RealizingTheDream.com

DrRasner@aol.com
**PAST PRESENTATIONS**

*Partial Listing*

- Academy of Comprehensive Dental Studies
- Academy of General Dentistry Annual Session
- Alabama Periodontal Association
- Alabama State AGD (multiple)
- Alabama State Dental Society
- American Academy of Dental Practice Admin
- American Academy of Dental Group Practice
- Arkansas State Dental Association

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- Ark-LA-Tex Academy of Dentistry
- California Dental Association
- Central OH Academy of Dntl Practice Admin
- Central Florida Dental Implant Study Group
- Charlotte Dental Society
- Chicago AGD
- Colorado Rocky Mountain Dental Study Club
- Connecticut State Dental Assoc. (multiple)
- Dental Rendezvous; Thunder Bay, Canada
- Dental Society of Greater Orlando
- Dentistry Show; Birmingham, England
- Florida Academy of Cosmetic Dentistry
- Florida State AGD
- Greater New York Dental Meeting
- Harris-Callaway; Tuscany Italy
- Idaho State Dental Association
- Illinois AGD
- Jewel of the Great Lakes WI Dental Meeting
- Kansas City Fifth Dist Dental Scty (multiple)
- Louisiana AGD (multiple)
- Masters of Dentistry Extravaganza; Australia
- Montana Dental Association
- National Dental Association
- New Hampshire Dental Society
- Nova Southeastern University
- Ohio State University
- Ontario Dental Association
- Pacific Dental Conference
- Pinnacle Study Club of Tampa Bay (multiple)
- Rocky Mountain Dental Convention
- Seattle Study Club (multiple)
- Society of Manufacturing Engineers
- South Florida District Dental Association
- Southeast Institute for Advanced Learning
- Staff Driven Practices (multiple)
- Star of the North
- Sterngold (multiple)
- Sullivan/Schein Dental Supply Co. (multiple)
- Tennessee Academy of Cosmetic Dentistry
- The Best Seminar Ever (TBSE) (multiple)
- Int'l Assoc of Comprehensive Aesthetics
- The Mid-Continent Dental
- The Texas Meeting
- Toledo Dental Society
- Toronto ACD; Canada (multiple)
- University of Louisville
- University of TN Dental School (multiple)
- Valley Forge Dental Conference
- Vancouver District and Dental Conference
- Virginia Dental Association
- Yankee Dental Congress

**Sponsorship Opportunities**

Dr. Rasner works with **sponsors** to help offset his honorarium. We are happy to contact potential sponsors on your behalf.