

Jonathan A. Bregman DDS, FAGD

SEMINARS BY DR. BREGMAN

CLINICAL SEMINARS

It's About Time™ ... Be The Dentist Making A Difference

Four steps to save lives

Dr. Bregman's early oral cancer detection program for *dentists and the dental team*

It's About Time™ ... Enhancing Professional Effectiveness

Four steps to save lives

Dr. Bregman's early oral cancer detection program for *the dental business assistant*

It's About Time™ ... Becoming An Empowered Patient

The life you save may be your own

Dr. Bregman's early oral cancer detection program for *patients, dental spouse/partner, and the general public*

It's About Time™ ... Catapult Your Practice, Patient Care, And Profitability

Four reasons to utilize laser-assisted dentistry

Dr. Bregman's laser-assisted dentistry program for *dentists and the dental team*

Save Lives, Reduce Risks, Grow Your Practice:

Effective Oral Cancer Screening

Dr. Bregman's five short programs and break-out sessions for early oral cancer detection



PRACTICE MANAGEMENT SEMINARS

It's About Time™ ... Make Your Practice POP!

Discover its untapped potential

Dr. Bregman's program to improve Patient care, enhance Organizational effectiveness, and maximize Profits, for *dentists and the dental team*

It's About Time™ ... Your Practice, Your Future

Take charge of your future: solutions for successful practice transition

Dr. Bregman's successful practice transition program for *dentists, the dental team, and dental spouse/partner*

Jonathan A. Bregman, DDS, FAGD is a clinician, speaker, consultant, and author. His energized, thought-provoking style inspires audiences and readers nationally and internationally. Dentists, dental team members, and non-dentists alike will benefit from Dr. Bregman's more than thirty years of experience running a highly successful dental practice and his years of experience as an effective speaker. Dr. Bregman's greatest passion surrounds improving patient care by educating dental professionals. His passion for improving patient care is contagious. His strategies for building a successful practice are always practical.

MEMBER

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It's About Time™ ... Be The Dentist Making A Difference *Four steps to save lives*

Dr. Bregman's early oral cancer detection program for dentists and the dental team



Health care experts now recommend that all adults beyond the age of 18 receive annual oral cancer screenings. Do you know why? Are we seeing everything that we should by merely doing traditional extra/intra-oral screening examinations? How effective are we really? **It's about time...** that we know.

The facts

Today, oral cancer kills one person in the US every hour. The five-year survival rate has not changed in over 40 years. These are shocking statistics. *It's about time...* for these statistics to change.

We have tools that can enhance early oral cancer detection. *It's about time...* that we learned what they are.

The program

Dr. Bregman's presentation provides participants with a comprehensive and well-structured experience that covers four main topics:

- The target population
- The complete examination & accurate records
- New detection tools
- Patient discussions: results & referral protocols

Effective communication skills are taught in each topic area. The end result is that attendees create their own "to do" list—with Dr. Bregman's guidance—that can be transformed into immediate action. The experience is worthwhile. The information is vital. And yes, it is about time!

Dr. Bregman is passionate about early oral cancer detection. The educational skills he brought to the lecture helped ensure on-site learning. Bravo.

—Joe Calderone, Dentist, Florida

You must take Dr. Bregman's course! I was very impressed with the amount information in Dr. Bregman's lecture and I'm excited about informing my patients about early oral cancer detection and confident in being able to effectively screen each and every one of my patients.

—Chrisine Skolyak, Dental Hygienist, Georgia

I learned about new early oral cancer detection tools in Dr. Bregman's lecture and now I have renewed energy about this topic.

—Beni Salihbegovic, Dentist, Minnesota

Participants will learn:

- four key motivating factors to fully engaging the oral cancer screening system
- how to develop a "living mission statement" for oral cancer screening in the practice
- key statistics for oral cancer: past and present
- how to identify the changing target population for oral cancer screening examinations
- the steps to the complete visual/bi-manual white light extra/intra-oral cancer screening
- the *why* and *how* of new tools available to enhance screening
- how to create seamless referral and follow-up
- communication skills for informed consent to perform oral cancer screening, the examination itself, delivering the difficult message of a positive finding, and creating urgency for effective patient follow-through

Intended Audience:

The dentist and the entire dental team

Program Format:

1-3 hours, half-day or full day

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It's About Time™ ... Enhancing Professional Effectiveness

Four steps to save lives

Dr. Bregman's early oral cancer detection program for the dental business assistant



The dental administrative team feels the frustration. They just don't have the knowledge or the communication skills to answer critical patient questions about oral cancer screening.

Confusing questions, critical answers:

Members of the dental administrative team (many of whom have no clinical training) may not be certain what the basic examination entails, nor have a working knowledge of the new tools for screening that are being used in clinical areas of the office. Clinical terms—that they may not understand—are often used. How can they support a patient who is facing additional procedures related to a positive finding on oral cancer examination, if they don't know what those are?

Jonathan A. Bregman, DDS, FAGD answers all of these questions, and more!

Participants will leave this informative program with both competence and confidence in their ability to communicate effectively with patients and clinicians, and feel more committed to helping the dental team save lives through early oral cancer detection.

Dr. Jonathan Bregman delivers his oral cancer lectures in a true professional style with all the passion needed to help the dental professional detect oral cancers early. It is a MUST on your 'to do' list. Don't miss it!

—Lois Banta, Missouri, Banta Consulting, CEO/Founder, Speaker and consultant

This course was great! I stayed focused and learned a lot. Dr. Bregman's passion makes me want incorporate what I learned into my practice and into my life.

—Dawn Dameron, office manager, Michigan

Absolutely an eye-opening seminar. Kept my attention the whole time!

—Brittany Bonds, Dental Assistant, Michigan

The dental administrative team will learn:

- The basic vocabulary of oral cancer screening
- Why they must play (as well as *how* to play) an integral role in establishing the office mission surrounding oral cancer screening
- Four steps to maximize the effectiveness of *the system* of oral cancer screening
- The exact steps of the extra/intra-oral cancer screening examination
- The *why* and *how* of new tools that aid the basic examination
- Their critical role in the seamless follow-through of patients and referrals
- Appropriate communication skills related to oral cancer screening when scheduling the new patient, the preventive re-care patient, and delivery of the difficult message of a positive finding

Intended Audience:

The dental administrative/business team

Program Format:

1-3 hours, half-day or full day

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It's About Time™ ... Becoming An Empowered Patient *The life you save may be your own*

Dr. Bregman's early oral cancer detection program for patients, dental spouse/partner, and the general public



Did you know?

- The five year survival rate of 50% for oral cancer has not changed in almost 40 years.
- The percentage increase of new oral cancer cases has been steadily growing and hit double digits in the past two years.
- Every hour of every day someone in the US dies from oral cancer.

Being informed, being healthy

In today's world, people have access to more information than ever before surrounding the prevention of disease as well as early detection. As consumers of dental care, the more informed we are the better.

Oral cancer is no exception. With the right combination of knowledge and self awareness, we can literally save our own lives, and possibly the lives of others. This informational, fast-paced, and inspirational program will quickly motivate anyone to become the empowered patient of the 21st century!

Anyone who participates in this program will gain the power to:

- Clearly recognize the difference between the passive patient of the past and the empowered patient of today.
- Understand how the current statistics and changing at-risk population for oral cancer can affect you, your family, and the world at large.

- Understand whether you have, indeed, been given a complete oral cancer screening.
- Become informed about the new tools that aid in oral cancer screening: *state of the art screening*.
- Clarify what you should be looking for in your own self-oral cancer examination: *the life you save may be your own*.
- Develop the communication skills needed to demand nothing less than a complete oral cancer examination (without alienating your dentist or dental professional).

Intended Audience:

Dental spouse/partner
Patients and the general public

Program Format:

1-3 hours, half-day or full day

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Wonderful learning experience. Fabulous fund of knowledge. Very practical techniques. Helps save lives. I highly recommend his course.

—Vivek Gandotra, Dentist, Nevada

Passionate and inspiring. Dr. Bregman's experience comes across clearly to a broad audience, making him an accessible and valuable speaker.

—Robert McDowall, Anesthesiologist, New York

It's About Time™ ... Catapult Your Practice, Patient Care, And Profitability

Four reasons to utilize laser-assisted dentistry

Dr. Bregman's laser-assisted dentistry program for dentists and the dental team



Dr. Bregman's life-changing and practice-changing experience integrating laser-assisted dentistry into his practice is passionately shared with this energized and thought-provoking program.

Why laser assisted dentistry?

From years of experience as a laser dentist as well as speaking and training others on the benefits of this technology, Jonathan A. Bregman, DDS, FAGD identifies four basic reasons why any dental practice should add laser-assisted dentistry.

- Improve the patient experience
- Enhance quality of patient care while reducing stress
- Increase practice profitability
- Restore enthusiasm and motivation to dentistry

Participants will leave informed and excited about the endless possibilities that await them when they maximize the many uses of this new technology.

What the dentist and dental team will learn:

- How to get the entire team "on-board" with this new technology

Dr. Bregman took my advice and has been very busy not only nationally but also internationally with his message of how laser dentistry changes the lives of patients, dentists, and dental teams. For those dentists who think lasers are too expensive or the learning curve might be difficult, listen to Dr. Jonathan Bregman and he will prove to you that it will be the best investment you can make in your entire dental career.

—Linda Miles, CSP, CMC,, Virginia, Linda Miles and Associates, Speaker, Author, Consultant

Dr. Bregman is an extremely knowledgeable and experienced speaker who delivers a great dental message with powerful passion. His insights and personal experience with lasers is a wonderful testimonial to the potential that exists within the dental profession today. Through a unique perspective, wonderful humor and his own clinical cases, he lets us clearly know that the future of dentistry is right here and right now.

—David M. Reznik, DDS, Georgia, Sky's the Limit Practice Consulting, President, Speaker and consultant

- Basic vocabulary and core principles of laser-assisted dentistry
- Important differences among currently available dental lasers
- Specific clinical techniques used with different dental laser systems
- How to build revenues with existing patients accepting either new or previously recommended care
- Which procedures, previously referred, you can now perform and thus grow practice revenues
- Accurate billing and coding for laser-assisted dental procedures
- Ways to drive word-of-mouth marketing through laser-assisted dentistry that will make new patient numbers explode

Intended Audience:

The dentist and the entire dental team

Program Format:

1-3 hours, half-day or full day

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Save Lives, Reduce Risks, Grow Your Practice: Effective Oral Cancer Screening

Dr. Bregman's five short programs and break-out sessions for early oral cancer detection



Powerful, Practical, Predictable: Short programs with many practical tips that can be implemented immediately by all attendees.

Goal: Your patients and your practice are at risk

- Identify how the target population has changed regarding gender and age.
- Learn how the epidemic of Human Papilloma Virus (HPV 16/18) impacts patient risk and your exam.
- *Gardasil*® vaccine: What it is and what it is not. Should the dental profession be involved?

Goal: Sharpen your examination and critical record-keeping skills

- Oral cancer screening: it is much more than this common phrase suggests
- The parts and pieces of the complete basic cancer screening exam
- Tips to insure patient awareness of the cancer exam they are receiving
- Effective record keeping: the hedge against malpractice claims and key to effective care

Goal:

The message of a positive finding: Key steps to less stress and greater success.

- Use what you already know to set the stage for effective communication
- The four critical steps to delivering an effective message that reduce stress and enhance success

The seamless referral and follow-up: Key components of seamless GP/specialist communication

- Establish doctor to doctor line of communication to manage expectations
- The referral check list for GP and Specialist
- Business office to business office: communications and expectations
- Follow-up systems: did the patient show up?
- The two-week rule

Goal: New tools adjunctive to the basic exam

Clarify and simplify

- Reflectance technology (rinse and light): *Visilite Plus*® and *Microlux DL*®
- Fluorescence technology: *VELscope Vantage*® and *Identafi 3000*®
- The Brush Test: cytopathology

Goal: Key communication tools that simplify and de-stress the dentist/entire dental team

- The oral cancer mission statement: the power of the empowered team for maximal practice effectiveness and success
- Inform before you perform and inform as you do
- Practice, Practice, Practice!

Intended Audience:

The dentist and the entire dental team

Program Format:

1-3 hours

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It's About Time™ ... Make Your Practice POP!

Discover its untapped potential

Dr. Bregman's program to improve **P**atient care, enhance **O**rganizational effectiveness, and maximize **P**rofits for dentists and the dental team.



How can a practice not only survive, but thrive—especially during these challenging economic times? What are the key factors that will make that happen? How to **grow your practice from the inside** is the first place to go to find answers.

How to thrive?

The answers range from determining if the hygiene department is effective, to ensuring proper coding for procedures performed, to maximizing the use of new technology, to increasing the number of different procedures the office provides.

In this informative and exciting program, participants will learn strategies they can put into effect immediately to make their practice **POP!**

What dentists and their entire team will learn:

The basic building blocks of profitability

How does each component relate to increasing the financial bottom line? Understand the basic numbers and statistics ("health numbers") of a practice.

Which services can be added to a practice rather than referring out?

Consider different types of services offered to enhance practice growth. Which services can—and should—be added to a practice?

Proper coding for all procedures performed

Avoid leaving "money on the table."

Practical clues to enhancing practice performance and patient care

Utilize "service intensity" or number of each procedure performed by dentist and hygienist

New technology choices to consider

Become familiar with the options and select those that will maximally improve patient care, the practice image, and the financial bottom line.

Effective scheduling tips

Significantly grow production-per-hour and production-per-appointment. Learn best practices in treatment planning, financial options for patients, and team utilization that works.

Reaching the ideal level of "busyness"

Add hygiene days, doctor days, or a one to one-and-a-half day associate

Intended Audience:

The dentist and the entire dental team

Program Format:

1-3 hours, half-day or full day

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Dr. Bregman's lecture was very informative and he is a very enthusiastic speaker. He keeps you involved and part of the lecture. An excellent experience

-Sonia Turki-Raina, Dentist, Florida

Dr. Jonathan Bregman's seminars are full of valuable information. He teaches with passion and integrity. Anyone attending his courses is sure to come away with valuable tools, increased knowledge and renewed passion for dentistry.

-Lois Banta, Missouri, Banta Consulting, Inc, Owner/CEO, Speaker and consultant

It's About Time™ ... Your Practice, Your Future

Take charge of your future: solutions for successful practice transition

Dr. Bregman's successful practice transition program for dentists, the dental team, and dental spouse/partner



Dr. Bregman's personal experience managing several dental practice transitions, plus his passionate and inspirational style, provide a lively and thought-provoking program that explores both the emotional as well as practical side of planning for an eventual practice sale, taking in an associate, or merging a dental practice.

Planning for success

Most people don't like change—dentists included! In order to take charge of any transition, dentists must feel confident in their ability to manage two parts of the change process:

1. **personal planning:** *identifying what you want and need for your future*
2. **practice planning:** *developing a strategy whereby your practice priorities align with your future objectives*

Effective planning in *both* of these key areas will determine whether you have a smooth, profitable changeover or one that is protracted, difficult, and possibly unsuccessful.

Participants will take away a practical toolkit for personal and practice planning that will help no matter where they are in the process of a practice transition.

What dentists & the dental team will learn:

How to create a realistic plan

- *so that the personal goals they set for themselves—and their family—can be achieved*

How to anticipate and better navigate the emotional issues of transition

- *from loss to elation*

Easy techniques to make the practice more attractive and valuable

- *how to analyze and improve four key aspects of any practice: systems, technology, facility, and team*

Where to find the help they need

- *don't try to go it alone*

Intended Audience:

The dentist and the entire dental team
Dental spouse/partner

Program Format:

1-3 hours, half-day or full day

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Dr. Bregman says:

Stepping away from clinical dentistry can be losing one's creative outlet. It can also be about losing control. How will these changes affect you and those around you? Where will you be financially and emotionally during and after the transition?

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