



## What is the Neuroscience Behind Treatment Acceptance?

Mastering the 5th Competency In Your New Patient Experience:  
The Neuroscience of Behavior & Treatment Acceptance"  
*Two Days of Experiential Learning*  
*September 29-30th, 2017, Austin, Tx*

One cannot provide comprehensive care without mastering the Four Competencies of Dento-facial/Esthetic, Functional, Biomechanical & Biologic. However, without Mastering the Fifth Competency - you'll be continually frustrated by incomplete or total lack of treatment acceptance.

During this NEW PRACTICUM you and your key team will quickly learn the behavioral expertise required to master the neuroscience of behavior for major case acceptance from three highly successful doctors and their key team members.

### Learning Objectives

What is neuroscience - how the influence of two brains interacting affects rapport, trust & treatment acceptance in milliseconds.

The neuroscience of deep, empathetic listening - understanding patient behavior, situations & values quickly.

How to anticipate patient behavior as precisely as possible

How to adjust your behavior & responses effectively from the first contact with your office throughout their New Patient Experience

To rapidly understand & manage your emotions & those of the patient

How both Emotional & Social Intelligence matters to both treatment acceptance & the development of patient advocates for your practice

# LEARN FROM THE EXPERTS:

## Dr. Robert Frazer, Jr., Austin, TX

Successful dentists want lives of balance, fulfillment and significance while creating practices that are not only health-centered and high quality but also profitable. Dr. Bob Frazer helps dentists and team members realize their potential by providing innovative ideas, models, and principles. A pioneer in collaborative diagnosis, he and his associates show dental teams how to engage patients so that they want and routinely choose the finest, most complete care offered regardless of third party constraints. Dr. Frazer is the 2018 President American Equilibration Society Fellow, American College of Dentists, Fellow, International College of Dentists, and has served on the Editorial Board of Dental Economics, Past President, Bob Barkley Foundation.



## Dr. Ryan Coulon, Midland, TX



Ryan is a practicing dentist and owner at Coulon Watts Dentistry, he practices with Dr. Allison Watt's who was a long time client of ours. Together they have built one of the finest practices in West Texas, seeing only 6-8 new patients a month they have created a Tier 1 highest quality restorative and cosmetic dental practice. Ryan is a highly trained Pankey/Spear dentist having completed the Spear Continuum and currently serving as a visiting faculty and faculty club member in Scottsdale at Spear Education. He also leads a Pankey study club, is a member of the American Academy of Cosmetic Dentistry, recently became a Fellow in the Academy of General Dentistry (FAGD), committee chair in the AES- Leaders in Occlusion, TMD, and Comprehensive Oral Care, and just completed the LSU Oral Facial Pain Continuum. He is a member of our National Study Club, and several prestigious study clubs throughout the country. In my more than 40 years teaching, Ryan is one of the brightest, most passionate, and skilled clinicians I have known.

## Dr. Don Taylor, Buda, TX

Don's 35 year comprehensive group general practice with Dr. Ashley Strickland and new addition, Dr. Jason Carlyon, in the largely blue collar town of Buda, TX - is proof that this kind of behavioral expertise for both the doctors and the team coupled with his completion of the Continuum at the Kois Center can thrive anywhere. Don is a down to earth pragmatic teacher who our clients quickly connect and love to learn from. His continuous pursuit of professional growth has become a cornerstone of his practice. With over 1500 hours of Continuing Education, he has earned the Academy of General Dentistry Fellowship Award. He is also a graduate and mentor at the Kois Center for Excellence, a continuing education learning center dedicated to understanding complex dental problems. Dr. Taylor is a member of the American Academy of Cosmetic Dentistry as well. In 2011 and 2015, he was nominated for "Texas Dentist of the Year", and has also been inducted into the International College of Dentists, an award that less than 2% of dentists ever receive. Most recently, he served as the 2014-2015 President of the Capital Area Dental Society.



# Register Now

Complete form below or call Angela to register @ 512-346-0455  
Fax completed form to 512-346-1071

Name \_\_\_\_\_ Preferred name \_\_\_\_\_

Name \_\_\_\_\_ Preferred name \_\_\_\_\_

Name \_\_\_\_\_ Preferred name \_\_\_\_\_

Name \_\_\_\_\_ Preferred name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

Email \_\_\_\_\_

CK \_\_\_\_ Visa \_\_\_\_ MC \_\_\_\_ Name on Credit Card \_\_\_\_\_

Address of Credit Card Statement: \_\_\_\_\_

Card No. \_\_\_\_\_ Expiration date: \_\_\_\_\_

*Registration includes handout materials, notebook and lunch both days:*

<b>Dr with 2 Team Members:</b>	<b>\$2797</b>
<b>Additional Team Member</b>	<b>\$ 797</b>
<b>Dr. without Team</b>	<b>\$1850</b>

**Total to be charged:** \_\_\_\_\_

*The workshop will begin on Friday morning at 8:30am. The workshop will conclude on Saturday afternoon at 5:00pm. One hour of CE credit is issued for each hour in the classroom.*



R.L. Frazer and Associates is designated as an Approved PACE Program Provider by the Academy of General Dentistry. The formal continuing education programs of this program provider are accepted by AGD for Fellowship, Mastership and membership maintenance credit. Approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement. The current term of approval extends from 10/1/17 to 9/30/19. Provider ID# 210606