



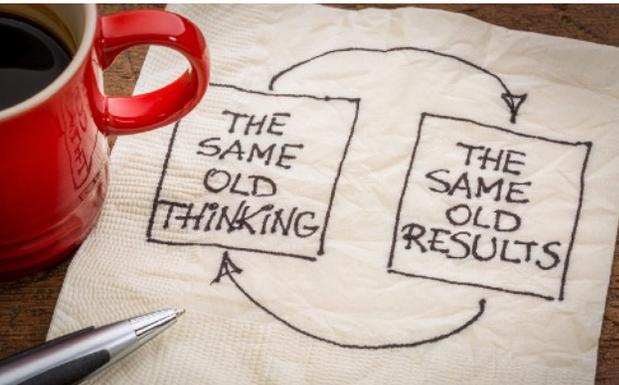
SPEAKERPACKET

Robert M. Pick, DDS, MS, FACD, FICD



Powerful Management Secrets of the Super Successful Dental Business:

New Patients, Growth and Wealth Creation!



The days of simply hanging out your shingle and expecting a successful business are long gone.

To succeed in today's dental marketplace, paradigm shifts must occur in both our thinking and our businesses. Basic principles that Fortune 500 companies adhere to, many dental businesses never subscribe to! In this high energy, fast paced, inspiring program, Dr. Pick will share the powerful, proven secrets for building a highly successful dental business!

The focus must be on new patients, growth, system operations, building brand and cultivation of an exceptional team and culture. Business mission, vision, and culture statements are also a must and without them your team can't know where you, or they, are going! Explore how to achieve excellent treatment results and utilize principles and systems that will boost production into higher stratospheres in any economy. Dr. Pick will also share The Pick Business-Team-Building Retreat system: the companies that utilize this secret weapon grow immediately by 10 to 30 percent. Additionally, learn how to boost strengths and reduce weaknesses to achieve goals that give the clinician and team the freedom professionally and economically they desire.



"Wow! The best all-around management lecture that I have ever taken in 20 years. As advertised what you taught can be used immediately in the office."

—F.T., Billings. MT



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Learning Objectives:

- ① Identify the four basics for a successful practice
- ① Discover “why” you do what you do and use this information to find greater satisfaction at work and at home
- ① Explore the importance of pre-clinical interviews with all new patients
- ① Understand how to leverage a social media presence, up-to-date website, online reviews, and the opportunity video presents
- ① Learn why the **PPPVC**, (Practice Post-Procedure Video Check) is your best return on investment for marketing and how to incorporate it into your routine
- ① Develop your “Purple-Cow-Wows!”
- ① Realize the value of offsite retreats (*The Pick Business-Team-Building Retreats*) in developing a dental business
- ① Explore keys to develop, inspire and unify your team - *a must!*
- ① Boost treatment planning success through an understanding of personality profiles
- ① Develop the skills and protocols to *make your business unstoppable!*
- ① Move from being dentist in the office to becoming CEO of your business.

Suggested Audience:

Business Owners, Dentists, Administrators, Full Dental Team

Suggested Format:

Full or Partial Day, Keynote; Lecture or Workshop

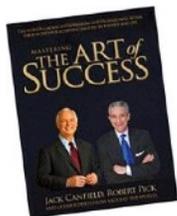
Looking for a presentation on Leadership or Team Development?

This presentation can be customized to provided added emphasis in either area.

As health care providers first and foremost, we often forget that dentistry is a business.

Robert M. Pick, DDS, MS, FACD, FICD's programs help dentists step into their role as the CEO of their business rather than being just the dentist in the office.

A popular business practice management consultant, best-selling author, entrepreneur, and professional speaker, Dr. Pick is known for his high energy, fast moving, motivational, highly educational and entertaining programs. Attendees take away solid information that can be used immediately for practice enhancement and reward!



Dr. Pick has presented programs nationally and internationally, and has published numerous articles and book chapters in the scientific literature, including writing the first text ever on "Lasers in Dentistry." One of Dr. Pick's most Powerful Secrets to Success, **The Pick Business-Team-Building Retreat**, is so good it is featured in Jack Canfield's new book, "Mastering the Art of Success". He has been on live closed-circuit TV at both the CDS and Hinman Dental Meetings. Recently, Dr. Pick spoke for a major meeting for a full day to a standing-room only audience of 1,000 dental professionals to rave reviews.

Dr. Pick is CEO of The Pick Group, a practice management firm. He is also currently engaged in full time private practice of Periodontics, Implants and Oral Medicine in Aurora, Illinois. He is a member of the attending staff of Northwestern Memorial Hospital and a Clinical Associate Professor of Surgery at the Northwestern University's Medical School. Dr. Pick has also been involved with the Jack Welch Business Management Institute.

Dr. Pick is recognized by Dentistry Today as one of the top 200 Leaders in Continuing Education and has won this honor all 20 years that the award has been given. He was the recipient of the 1998 Gordon J. Christensen Outstanding Lecturer Recognition Award. Dr. Pick is a Fellow in both the American and International College of Dentists, is a member of the O.K.U. Honors Dental Society and the Pierre Fauchard International Dental Honors Society. He won the 2014 Northwestern University Merit Award for outstanding achievement in a profession. It is the highest award given by the University. Dr. Pick is on the Advisory Board of the Journal, Dentist's Money Digest, where he also writes a monthly article.

As an official spokesperson for the American Dental Association Dr. Pick has frequently been featured in the media including: Good Morning America, Fortune, Self, Wall Street Journal, Glamour, McCalls, MORE, Popular Mechanics, Cosmopolitan, New York Times, Chicago Tribune, Chicago Sun Times, L.A. Times, CBS, NBC, ABC, CNN, Fox News, Ladies Home Journal, Men's Health, others, and even The National Enquirer!



In his spare time, Dr. Pick is a commercially rated pilot, an avid guitar player and guitar collector, model railroader and a collector and restorer of Classic Corvettes.

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What others are saying about Dr. Pick's Management Lectures:

"It was an honor to attend Dr. Bob Pick's Chicago MidWinter 2017 lecture on The Powerful Business Secrets of Dental Practice. The attendees were truly fortunate to be educated in the same true style that 'Coach Vince Lombardi' used to develop his Green Bay championship teams. His basic formula for success for his team was to 'Master the Fundamentals.' Dr. Pick is truly one dedicated to helping doctors and their teams create custom systems and marketing plans that enable them to have a practice that is not only highly productive and fun, but one that allows them to consistently exceed patient expectations. His presentation is the most dynamic I have ever seen!"

—Dr. Hugh Doherty, FL

"Thank you so much for taking the time to speak on Friday. You really delivered on your promise that everyone would have a blast with amazing material. I was very happy to see so many drawn to your lecture and I have received tons of positive feedback! The only negative comment I received was that they wanted to hear more of your advice."

—Jay Cahill, Midwestern University Dental School, IL

"It was a pleasure to hear you speak. I always gravitate to you and consider you a mentor. My staff was with me and I do a lot of what you say. But the PPPVC blew me out of the water and opened a huge flood of ideas! Status quo is never OK. Signing your book that you wrote with Jack Canfield was a thrill for me. That book is now on my book list for those that I mentor."

—Dr. Jeffrey Wittmus, Chicago, IL

Past Presentations *(Partial Listing)*

American Dental Association *(multiple)*
The Chicago Dental Society Midwinter Meeting *(multiple)* and live TV *(multiple)*
Thomas P. Hinman Meeting, Atlanta *(multiple)* and live TV
Academy of General Dentistry *(multiple)*
Academy of Laser Dentistry *(multiple)*
American Academy of Aesthetic Dentistry *(multiple)*
American Academy of Cosmetic Dentistry
American Academy of Periodontology *(multiple)*
American Association of Oral and Maxillofacial Surgeons *(multiple)*
American Dental Hygienists' Association *(multiple)*
California Dental Association (North and South) *(multiple)*
Yankee Dental Congress *(multiple)*
Greater New York Dental Meeting *(multiple)*
Colorado Dental Association
Florida Dental Convention *(multiple)*
Indiana Dental Association
Iowa Dental Association
Michigan Dental Association
Minnesota's Star of the North Meeting
New Mexico Dental Association
Texas Dental Association Meeting
Wisconsin Dental Association
Southwest Dental Conference
Chesapeake Dental Conference
Midwest Society of Periodontology *(multiple)*
Sheboygan County Dental Society
Numerous Study Clubs throughout the United States



Dr. Pick has lectured in the following countries:

Bahamas
Belgium
Canada *(multiple)*
China
England *(multiple)*
France *(multiple)*
Germany
India *(multiple)*
Ireland
Italy *(multiple)*
Jamaica
Japan
Mexico *(multiple)*
Morocco
New Zealand *(multiple)*
Nigeria
Russia
South Africa
Switzerland
Turkey



Dr. Pick was awarded the Dr. Gordon J. Christensen Outstanding Lecturer Recognition Award (1998) by the Chicago Dental Society at The Midwinter Meeting. The first award recipient was Dr. Gordon J. Christensen himself, in 1990. The award is named in honor of Dr. Christensen's many outstanding contributions to dentistry and the Midwinter Meeting and recognizes contributions of the recipient.

“Finally, someone who has been in the trenches like us and fully understands what a dentist goes through. Listen and take note his “secrets” work and work well! We are now profitable, organized, growing and are doing well in a funny economy out there!”

—S.H., Albuquerque, NM

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Rave Reviews

"Your social media, lectures, and live presentations on dental business practice management are very inspiring! You are on target regarding the importance of a minimum, twice-a-year, office team building retreat that you call the The Pick Business-Team-Building Retreat! Your industry expertise, and your energy remain a vital light-force for current and future dental professionals!"

—Dawn Dean, RDH
ADHA District III Trustee, WV



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“Dr. Robert Pick is the real deal. His high octane business acumen and systems are so amazing and so good, that they allow you to stay on top of Mt. Everest even during top level storms. True!”

—Dr. Robert Deaver



"I have been practicing dentistry for 27 years. About 6 years ago, I bought out my partner and started my solo practice. Even with over 20 years of practice experience, starting my own practice was scary. I did engage a few management consultants who helped me to get started, but none compares to Dr. Robert Pick and The Pick Business-Team-Building Retreats. I am already seeing a huge difference in my production and collection. Dr. Pick helped me to become the CEO of my practice by establishing goals, and by enabling me to put in place positive procedures and processes which helped me to reach those goals. While the goals seemed unrealistic at first, attending The Pick Business-Team-Building Retreat twice a year with my staff helped to establish best practices, to reach those goals. In 2016 my practice was able to break through a milestone goal, and as a result, I was able to take my staff on a Caribbean cruise to celebrate!"

—Dr. Young Kim
Lincolnway Dental; Aurora, IL



"Great program on what we were never taught in dental school, which is how to run a dental business and be profitable at it. Unlike most of them lecturing on this subject, Pick practices what he preaches."

—D.S., Fort Wayne, IN

"Finally, a new and fresh face lecturing on Management instead of the usual bunch with the same material over and over again. Pick addresses great material that is relevant. I used it right away and he's right. It works and my production and collection are up instantly!"

—C.E., Encino, CA



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