

# Spear Study Club Leader Sees an Increase in Treatments Started

Study Club Profiles | Philip Mansour, D.M.D. | Goffstown Area Orthodontics, Goffstown, New Hampshire



**Engaged Team  
Communication**



**Increased  
Case Acceptance**



**Higher  
Quality Cases**

## About

Dr. Mansour has been practicing orthodontics since 1990. He is highly involved with orthodontics organizations and locally within his community's schools and public service providers. His dedication to the community extends to his patient relationships as well. He prides himself on communicating clearly with his patients to alleviate fears and set expectations about their treatment options.

His efforts in making his office welcoming and patient-focused are obvious, with some patients driving out of their way to visit him and his practice specifically. Here's what one patient said of their experience with Dr. Mansour, "Dr. Mansour obviously keeps on top of the latest technology and procedural advances." This drive to stay at the forefront of orthodontics made him an ideal leader for other clinicians in his community.

"Leading a club has been great. It's a nice way to build your practice brand and awareness and to know that referring dentists care about your shared patients. My club members are better informed about how I can help their patients."

- Philip Mansour, D.M.D.



## Growing Together with Spear Study Club

Dr. Mansour noticed that, with direct-to-consumer orthodontics and basic aligner therapies being offered by general dentists, it was important to explore other patient sources. In March 2013, Dr. Mansour decided to start a dental study club of his own. Spear Study Club leadership has helped alleviate some of that strain by offering a new stream of adult orthodontics patients coming through club member referrals.

At the same time, Dr. Mansour has also provided growth opportunities and camaraderie to colleagues in his community through Spear content and resources. Through interdisciplinary small-group learning in his study club, he has unified the patient handoff experience and seen higher rates of case acceptance and treatments started.

Because of the understanding and alignment happening through regular study club meetings, the patients club members refer to Dr. Mansour are better informed of their treatment options upon arrival and more confident to accept treatment. Since starting his Spear Study Club, Dr. Mansour's patient base has grown to 20-25% adult patients.

## Ready to lead a club in your community?

Spear Study Club helps orthodontists and their community of specialists and general practitioners excel in an all-inclusive, easy-to-run model, integrating evidence-based clinical instruction and online education. With learning modules based on real-life cases, you'll grow through small-group learning in an environment of teamwork and trust.

### Connect with your community to grow your practice.

See how easy it is to start your own Spear Study Club. Call **480.422.4130** or email [studyclub@speareducation.com](mailto:studyclub@speareducation.com) to learn more.