

SPEAR

PROFILES IN SUCCESS

“IT’S MADE A HUGE CHANGE IN THE PRACTICE”

THE IMPACT OF THE SPEAR PHILOSOPHY...

I started with the 3-day Leadership in Dentistry workshop and my eyes were opened. Then I moved on and worked my way through the seminars and clinical workshops. Since 2008, I have taken over 700 hours of continuing

education, and most of that has been with Spear. It’s been a tremendous experience. It’s made a huge change for me in the practice in a number of ways, especially in terms of the time off I am able to take and the kinds of cases I do. The number of patients I see is lower, but the appointment times are longer and the case value is

higher. Spear has shown me the way to perform dentistry at a higher level.

A NEW WAY OF SEEING...

The best education gives you a new way of looking at things, and that is what I have found during my time with Spear. What you discover in the workshops especially is that you don’t know what you don’t know—you can’t diagnose what you don’t see. Now I just feel like I see so much more. It’s a mindset that goes far beyond what most of us are taught in dental school.

EDUCATION WITH A SPECIAL PERSPECTIVE...

To me, the workshops have been the best education I have ever received. Just to give one example, it was very



Dr. Peter Virga
Watertown, NY
a SPEAR client since 2008

Dr. Peter Virga is the managing partner of a large group practice—with 4 GPs, 3 specialists, and a robust hygiene department—in Watertown, New York, where he has been practicing for 25 years. He is a graduate of Georgetown University School of Dentistry and has additional advanced education in Oral Biology. He has always been an enthusiastic advocate for lifelong clinical training, and here he explains why Spear has become his home for continuing education.

REAL RESULTS

TIME OFF PER YEAR HAS GONE FROM **6 WEEKS TO 12 WEEKS.**

ACCEPTANCE FOR MAJOR CASES HAS RISEN DRAMATICALLY, LEADING TO A **50% INCREASE IN PRODUCTION SINCE 2008.**

insightful to have Bob Winter talk to us about how to prepare teeth from the lab's perspective. That's knowledge you can put to use right away. One of my partners in the practice is actually at the Restorative Design workshop right now and he just emailed me. He said that he feels like his eyes have been opened to what he can really do in the practice. That's the feeling that I get from those workshops too, and I'm glad he's experiencing it.

“LAST YEAR I TOOK OFF 12 WEEKS AND AT THE SAME TIME HAD MY BEST YEAR FOR REVENUE.”

“THE WORKSHOPS HAVE BEEN THE BEST EDUCATION I HAVE EVER RECEIVED.”

THE WORKSHOP THAT UNLOCKS IT ALL...

I have probably been through the Facially Generated Treatment Planning workshop ten times now, either as a participant or as a mentor. That to me has been the heart of the Spear experience—it's where you really get the foundational learning for great treatment planning and case acceptance. It's always interesting every time because the material changes, and now I get extra fulfillment from mentoring. I get to work with people who are maybe having their first workshop experience at Spear, and help introduce them to their possibilities. That's exciting. It's rewarding from the teaching standpoint, and it's also rewarding to me personally because I am able to immerse myself in that workshop again and again and come away with something new every time.

THE FACULTY AT SPEAR...

They are all first-rate. I've known Imtiaz Manji now for a long time and it feels like he really takes a personal interest

in my success. He has helped me with so many things in my practice. Gary DeWood has had a huge influence on me as a mentor clinically and his coaching has had a big impact on how I speak to patients. It's really quite an emotional thing when I think

about what these people have come to mean to me. It's a great feeling I get when I go to Scottsdale to see them, and it's a great feeling each time when I come back home after another visit.

SUCCESS IN NUMBERS...

My production has increased consistently every year since I began working with Spear—and overall it has gone up about 50% in that time. In 2007 I took off six weeks from the practice. Last year I took off 12 weeks and at the same time had my best year for revenue.

THE LIFESTYLE ADVANTAGE...

Obviously the extra time off is giving me more time to spend with my family, and more time to devote to continuing education. Sometimes I even like to combine the two by taking my family with me to Scottsdale while I attend courses. I just got back from spending 11 days there over Easter with my wife and two younger children. We all love it there. Beyond that, just the fact that

I know I'm always treating my patients at the highest level has a calming effect. I don't feel like I'm running around trying to keep up. I know that the practice is doing well and I know that I am always providing absolutely the best care for my patients—and that takes a lot of the anxiety away. It's a sense of calmness and confidence that carries over into all areas of my life.

WHAT EVERY DENTIST SHOULD KNOW ABOUT SPEAR...

I think a lot of dentists who just price shop might think “that sounds expensive for a workshop,” but it's clearly a matter of “you get what you pay for.” I had one case recently—a really complex case that I know I would not have been confident about doing years ago—and I think that just being able to approach that case with confidence and to provide that level of dentistry for the patient more than makes up for all the hours I've invested with Spear. The time you spend there is so enjoyable and the value you get out of it is so much more than what you have to pay. I think I am living proof of that.

SPEAR

FOR MORE ON THE SEMINARS AND WORKSHOPS THAT MAKE UP THE SPEAR LEARNING CONTINUUM, VISIT SPEAREDUCTION.COM OR CALL 1-866-781-0072.