Dental Tribune recently caught up with Dr. Roger P. Levin, chairman and CEO of Levin Group, a leading practice management and marketing consulting firm, to find out more about the company’s new training division. Levin spoke enthusiastically about 1Day Training™ — innovative, highly effective training courses delivered in-office over the course of a workday.

As a third-generation dentist, Levin knows first-hand the challenges faced by dentists and dental teams. For more than 24 years, Dr. Levin and Levin Group have been at the forefront of practice management and marketing consulting. Levin Group’s leading-edge programs have resulted in more productive and less stressful practices for thousands of dentists.

Why did Levin Group recently launch 1Day Training™?

We created 1Day Training for dentists who are looking for solutions to practice challenges in a highly focused and effective one-day experience. This is a powerful training experience that occurs right in the practice at a time of the doctor’s convenience.

As dentistry continues to evolve, the need for training is greater than ever before. Compared to even 10 years ago, operating a dental practice is much more complex. Management systems require regular updating to remain effective. Employee turnover is an issue for many dental practices. Having a well-trained team ensures practice stability, increases efficiency and production, and results in a far less stressful environment.

Why is training critical to practice success?

The best practices have high-performance systems and well-trained teams. The dentist’s team is one of the practice’s greatest assets. Keeping their skills up to date improves productivity, boosts employee morale and lowers practice stress. A well-trained team provides a high level of customer service, generates more patient referrals and increases case acceptance. Of course, targeted training that addresses specific issues will lead to marked improvement in those areas.

Is there a need for 1Day Training?

Absolutely. We have found that most dentists would love to have one-day training as an option for their teams. Outside-the-office training can be extremely beneficial, but it is not always convenient, especially for most GPs who are open on average four and a half days a week.

Has the need for training changed over the years?

The need has grown more critical during the last 10 years. The pace of innovation and technology in dentistry has increased exponentially in the last decade. That puts a heavier burden on dentists and their teams to stay abreast of all these changes — software, digital equipment, new services, etc. Some dentists even have difficulty staying on top of everything, so you can imagine the difficulty faced by staff members.

1Day Training is our way of making things easier for dentists and dental teams. An experienced trainer comes to their office and conducts targeted, leading-edge training in areas that matter the most to each dentist.

What training courses are being offered?

Our 1Day Training offerings include 1Day Case Acceptance™, 1Day Marketing: That Matters™, 1Day Immediate Collections™, 1Day Hygiene Maximizer™ and 1Day New Patient Experience™. We want to provide dentists with opportunities to learn, update and enhance their practices in numerous areas.

Is 1Day Training for the entire team or select employees?

It’s for the entire team because most management systems impact the whole team. 1Day Training is designed to get the entire team on the same page. When everyone has the same information, everything runs more efficiently with far less stress. Levin Group has seen too many practices plagued by dysfunctional teams. Team building requires team training and shared communication; these are the hallmarks of 1Day Training.

Why is team training so critical?

Team training is key to positive growth, improved efficiency and greater success.

Most dentists want to give their teams tools they need to succeed, but it can be difficult finding the right training. Time, location and cost are all factors. With 1Day Training, Levin Group comes to the practice. We make it easy and convenient for the doctor and team.

What are some of the differences between consulting and 1Day Training?

Our Total Practice Success™ Management consulting programs are comprehensive, customized programs that last a year or longer. We provide support and guidance throughout the entire consulting experience. With 1Day Training, our experienced trainers deliver targeted training on a specific subject over the course of eight hours. 1Day Training focuses on one of the practice’s systems while our Total Practice Success Management programs address a practice’s entire operations, including all major and minor systems, for an entire year or longer.

What are the benefits of 1Day Training?

Again, it’s extremely convenient. No travel is involved. It’s targeted and highly focused. It’s conducted by Levin Group’s experienced trainers who are subject matter experts in their chosen fields. There’s no long-term commitment. You pick the course or courses that fit the needs of your practice. This is a cost-effective way to enhance a team’s ability to do its job better than ever before. For more information, I advise Dental Tribune readers to go to www.levingrouptraining.com. The Web site has in-depth information on each course.

New I.V. Sedation Course for Dentistry by DOCS

There are less than 100 continuing education slots per year available for dentists to acquire the licensure that allows them to perform I.V. sedation in the U.S. Now, thanks to DOCS Education, that number has increased by another 50 due to their new course, I.V. Sedation for Dentistry. Specifically planned to minimize time away from office, the didactic portion of the course takes place over three weekends (Friday to Sunday) in Pittsburg. The 2009 inaugural course will occur on the following weekends: March 20–22, May 29–31 and June 12–14. The Fall 2009 program will be in October and November.

In comparison to the I.V. sedation courses already available, DOCS Education has created a program for dentists to take advantage of the new DOCS I.V. Sedation Course for Dentistry.
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that surpasses them all. The reasoning behind this approach was that DOCS Education wanted to ensure that every student in the I.V. sedation course would be extremely confident in performing the procedures upon graduation. Knowing that DOCS Education has been around since 1999, whom else would you trust for an I.V. course that not only meets but also exceeds the American Dental Association’s minimum requirements for such courses?

The didactic portion is taught at Duquesne University by university faculty and DOCS Education faculty members, and comprises a total of 60 hours. The clinical rotations include 45 to 60 cases in a one-on-one student/teacher ratio. Thus, there is no sharing of patients as found in other I.V. programs, and the ADA’s requirement of a three-to-one student/teacher ratio, along with its 20 total cases, are exceeded as well.

The DOCS I.V. sedation program tallies to an impressive 84 hours of education, and this translates into only two days away from the practice during the didactic portion if a clinician schedules office hours from Monday to Thursday.

DOCS Education faculty member Michael E. Mermigas, DDS, who is also a pharmacologist, is the course director. In addition, DOCS faculty member Eugene Pester, DDS, FADSA, a dental anesthesiologist, rounds out the DOCS presence on the Duquesne University campus. Because of Mermigas’ involvement, the program is deeply rooted in the pharmacology of dental sedation while Pester brings a highly attuned knowledge of sedation techniques and patient assessment.

The ability to offer patients I.V. sedation means less chair time for them due to the faster induction phase, but it is also a benefit to those patients who have challenges brought on by medications or physiological conditions.

For more information about the I.V. Sedation for Dentistry course, please visit www.DOCSeducation.com or call (877) 325-3627.