



KISCO's 21 Club Coaching Program

with Dr. Joe Steven, Jr.



The ideal consulting program for the 21st Century!

- ⇒ *Is your practice struggling in this weak economy?*
- ⇒ *Are you in need of more new patients every month?*
- ⇒ *Would you like to double or even triple your net income?*
- ⇒ *Do you get frustrated with managing your employees?*
- ⇒ *Would you like to enjoy dentistry more?*

If so, invite Dr. Joe Steven to come to your office to be your coach and mentor to help you develop the practice of your dreams! This coaching/consulting program is like no other and will give you possibly the best *Return On Investment* than anything you have ever done in your practice. Dr. Steven is still a practicing dentist who can bring “real world” solutions to any office. His 33 years of practicing dentistry and 25 years of presenting seminars to thousands of dental personnel will bring tremendous experience and expertise to help you develop a highly successful practice. This program is not a “one size fits all” consulting service. Each office will get personalized, individual attention and direction to guide them towards higher goals!

Dear Doctor,

Many of you have been asking me for years to provide a personal consulting service, and finally I am going to do it! Until now, the answer has been no. But, 5 years ago I did what I felt was the second best thing: an audio monthly recording consulting series. I recently finalized the last audio recording of my ***KISCO Select Consulting Program*** that hundreds of doctors participated in for the last several years. It has been very satisfying to have heard so many great success stories after doctors implemented the concepts that I discussed in those recordings. Here's one of the best ones I've received:

I was at the Chicago MidWinter meeting a few years ago having lunch with Dr. Martin Goldstein (the best seminar speaker on dental photography). I'm sorry I don't recall the name of the doctor who rushed by but he said,

“Hey Joe, I don't want to bother you, but I just wanted to let you know that since I've been doing your Consulting Program, I went from \$385,000 per year to over \$1,200,000 in less than 2 years! Thanks, I'll see you later.”

That's what motivates me to keep helping doctors with their practices. Now, I'm going all the way and offering a **complete consulting program** specifically for dental offices, but for only 21 practices.

Times are tough right now, and I've been seeing plenty of desperation from many of the doctors at my seminars. Many doctors have been attending my endo and prosthetics seminars because their numbers are way down, and they need to offer more services such as endo and dentures and mini-implants.

I'm so grateful to report that in my practice with my daughter, Dr. Jasmin Rupp, our numbers have continued to go up in this poor economy. I would like to think that I can help you not only survive but thrive also in this economy!

We all know dentistry is hard work, and it is so unfortunate that so many dentists aren't reaping the rewards they deserve. If you want to dramatically increase your income that will allow you to enjoy our profession more, take more time off, or even retire early if you like, this program is ideal for you! I will be upfront with you; there is no free ride in dentistry. It will be hard work to accomplish all your goals, but most people don't mind working hard if they are compensated accordingly! It will be much easier though with me on your team!

This consulting program is like no other program around!

Practical Experience

To begin with, I still practice dentistry 30 hours per week so I know exactly what you are dealing with day in and day out. I know what new products and systems work and which ones do not. This program is not a “cookie cutter die mold” for every office like many programs are. I know that all dentists are different and what may work for one, may not work for another. My **21 Club Program** will be specifically designed for each individual office depending on what their situation is and what their needs are.

Clinical

Also, unlike most consulting services, I will be able to assist you in the clinical arena also. I can introduce you and instruct you in providing additional services to your patients for increased growth and profitability. We all know that by incorporating and offering more optional procedures to our patients like Mini-Implants, Zest anchors, 3 appointment dentures, 30 minute molar endo, efficient oral surgery, etc., our practices will be busier and our numbers will skyrocket. I will share with these 21 practices the most efficient clinical tips that I’ve learned over my 33 years of practice which will save tons of treatment hours per month and make you more profitable. You have the option of inviting me into your practice to give you over-the-shoulder clinical training for some of these services for an additional fee. I’m not aware of any other consulting program that offers that!

Team Building

This area may be my strongest point. Having presented team building seminars for 25 years, I know that I can improve the dynamics in any office for better performance and staff retention. Long term team members result in higher success and less turmoil in any office. Over my career, I’ve enjoyed and benefitted from having little staff turnover. Last year Kaye retired after 29 years with us. Prior to that Roxann retired after 19 years. I currently have 4 more employees that have been with me for over 25 years.

Have I had some unpleasant staff turnovers? Absolutely, and I’ve learned much from that which I can share with my 21 coaching clients. In the real world some things are beyond our control, and we have to deal with them the best we can. Believe me, there is a right way and a wrong way to deal with these situations; I can show you the best way!

Too many doctors go to work and tolerate and endure their employees. I have heard terrible stories for 25 years from staff members at my seminars about how unpleasant their work environment is sometimes. Many times it results in staff turnover. But more importantly, it is no fun to work that way on a daily basis. And of course there are many doctors who dread the daily chore of managing their staff. In our office we work hard. But, we have fun also. We laugh, we joke, and we tease each other! Patients see it, and they appreciate it. They tell their friends and we get new patients all the time because of our interactions. Plus, it is so much more enjoyable going to work every day. Believe it or not, you can have the same experience. Let me show you how!

Monitored Behavior Improves

You have to know your office numbers and react accordingly. My consulting team will monitor your numbers so you can see the true direction your practice is moving. Then, we will recommend any necessary actions to be sure you are constantly improving. In Kansas City, you will receive a laptop computer and all the necessary documentation and software tools to accomplish this task most efficiently.

New Patients

Our mutual goal is to generate a high number of new patients for each of our clients. I haven't seen a dental office income problem yet that couldn't be solved with a high number of new patients coming in every month. Over the years, the number of new patients that we've generated in our office has ranged from an average of 75 to 100 new patients per month. This program will show you how you can increase your new patient numbers through excellent "internal" marketing concepts that will involve the entire team. I have never done any external marketing in our practice other than our website. We may design a combination of both "internal" and "external" marketing for you though depending on your particular needs. Since "external" marketing is not my forte, I have made arrangements to have those services available at a special **KISCO's 21 Club** discount.

Networking Support

I've been fortunate over the years to have met many of the leaders and service providers in our profession. As your personal practice coach I will be able to direct you to the right companies to save you time and money. Plus, I have made arrangements with **Jay Geier** for discounted services with his **Scheduling Institute**. If your personal office analysis warrants the need for their services, we've arranged a discount for **KISCO 21** members. **Dental 101** developed our office's website: riversidedental.org. I've also arranged a 30% discount with **Dr. Lawrence Fendrich** for his **Dental 101** website services which includes website design, optimization of your site, and also video marketing services and materials.

Overhead Control

Increasing your net income is not always about increasing your production and collections. I will share with you the “Olive Story” that will get you and your team trimming overhead costs immediately. It’s literally putting money in your pocket!

Salary and Bonus Evaluations

I’ve seen and heard every possible concept for employee compensation including staff incentive programs. I’m a firm believer in bonus plans and can set up a specific one for your team if you decide to do one as I more than likely will suggest.

Associate Help

More and more dentists are bringing in associates to relieve their burden and increase their profits. These offices are always faced with new challenges when doing this. I’ve been involved with many dentists around the country who have associates and I’ve learned plenty from them. I can share with you the best way to incorporate and manage an associate and provide a formula to bring them in as a partner if you decide. I’ve seen many tragedies with some of these arrangements, and I could possibly help you avoid some of these pitfalls.

What This Program Will Do For You

If you feel that you are constantly on that treadmill going nowhere, this program is for you. Many doctors will double or triple their net income, if not more! Of course it depends on the individual practice. To be honest with you, I won’t be able to do that with an already highly successful practice. But, for those practices I still will be able to increase their net by helping with management, clinical, and efficiency skills and bringing new ideas and concepts to their practices. But, for the average dental practice in this country, our mutual goal will be to skyrocket your profits so you can truly enjoy dentistry!

Every employer in any business struggles with managing their employees. I always hear from so many dentists that it’s the number one thing they hate about our profession. It is always good to get an outside partner that can help you build a successful team and relieve you of much of that burden. I will do that for you!

Simply put, this program will make you more profitable and less stressed because you will have me as a business partner, coach, and mentor!

Here's what you get for your investment in this program!

- A **one day visit** to your office from Dr. Joe Steven to review and evaluate your systems, and to present a mini-seminar to your staff.
- A **laptop computer** with necessary documents that you will need to implement many of the systems discussed at your office's mini-seminar. (\$800 value)
- An initial one hour personal **one-on-one telephone conversation** with Dr. Steven to review your individual practice needs.
- The complete combined set of Dr. Steven's ***KISCO Select Consulting Program on CD*** with all the documents. (\$1,500 value plus 126 AGD credit hours)
- Monthly **monitoring and review** of your office numbers.
- A **personal monthly teleconference call** between Dr. Steven and each 21 Club member targeting specific topics.
- **Unlimited email correspondence** 24/7 with Dr. Steven. If you have a problem or question, especially an urgent one, you will more than likely get an immediate response from him in assisting you.
- ***Create-a-Chart Software Program*** for producing personalized treatment plans for improved case acceptance. This will be preloaded on your laptop and taught during your in-office seminar. (\$249 value)
- Enrollment in ***Send Out Cards*** which will be workshopped at your office and is an essential tool in marketing your practice. (\$400 value)
- Your own ***Personalized Custom Captive Audience DVD*** to play in your reception area or in your treatment rooms to promote your services and better dentistry. (\$247 value)
- 250 KISCO ***Dental Diary & Information Booklets*** personalized with your own office name & address to better educate your patients for better treatment acceptance. (\$170 value)
- 20% Discount on most of KISCO's product line.* (Unlimited value - could be thousands of dollars)
- 30% Partnership Discount off ***Dental 101*** website and internet marketing services!*
- Partnership Discount off Jay Geier's ***Scheduling Institute*** services!*
- Free attendance for you and your team at Dr. Steven's ***Efficient-dentistry***, ***Efficient-endo***, and ***Efficient-prosthetics*** seminars!* (unlimited value)
- 50% registration discount at all other KISCO seminars!* (unlimited value)

*(Bonuses apply as long as you are a KISCO 21 Club Member)

See what others have to say about Dr. Steven's seminars and consulting program. Would he be a good coach for your office?

"Hi Joe, I have been a subscriber to your consulting program for two years. In that time, our production has gone from about 42K/month to over 100K/month. We moved to a new building and added on a third (part-time) hygienist and another doctor. Thanks for all the great information in your program! Thanks for your help!"

Carey Norton, DMD, FAGD - Dacula, GA

"Just a quick note to tell you, once again, how much I enjoy your consulting program. I look forward to your work each month and certainly hope others recognize the value of your program as much as I do."

Dr. Bob Fields - Van Nuys, CA

"Your advice is so right-on for us dentists in the real world. I love your hands-on real approach, without compromising quality dentistry. Keep up the good work!"

Dr. Steve West - St. Louis, MO

"I just can't tell you how much I appreciate your sound advice on dental practices! You're one of the few voices of reality and it needs to keep ringing. Last month we produced 107K in our 22nd month of business. Your principles work! Your KISCO Perspective Newsletter is a breath of fresh practical air. When I read your first newsletter, I thought, 'Finally someone who thinks logically!'"

Dr. Rod Collins - Redlands, CA

"I got more from Joe in one day than probably the last 5 years of CE!"

Dr. Bradley Williams - Pelahatchie, MS

"I got more nuggets from this seminar than any other seminar I have taken in years!"

Dr. Jeff Paffenroth - Appleton, WI

"Thanks for the practical approach to great dentistry, and thanks for the inspiration."

Dr. T. Farr - Thomaston, GA

Joe, the course was great! I learned plenty of ideas for more efficiency and how to increase profits - this is what dentists want."

Dr. Richard Creaghe - SanRafael, CA

"Joe is great! Best seminar I've been to in years, honestly!"

Lesley Thurston, RDA - Napa, CA

"Refreshing - best seminar for me in the last 19 years. However, it was too short - I would enjoy 2 days. I like your approach to dentistry."

Dr. Ed Sittler - Great Falls, MT

"I just want to thank you for taking the time to improve my life and my future in dentistry!"

Dr. Jeremy Thompson - Riverton, UT

"Best seminar I have been to in 5 1/2 years of dentistry. You have something to say to every member of the staff! Thank you! Your 'real life' examples and experiences can be turned into learning tools for us! Never bored!"

Debbie Stovall, Off. Man. - Mobile, AL

"Best course I have taken in years, if not in my career. Down to earth, realistic, brutally honest - no boasting or gloating! Most fun I've had at a seminar - time flew by!"

Dr. Alan Kiefer- Wooster, OH

"Fantastic! A real dentist in the trenches with the rest of us!"

Dr. Brian Lord - Taylorsville, UT

"Joe, I saw one of your '30 Years of Dentistry -Lessons Learned' articles in Dental-Town the other day. Reading it allowed me to reflect on how much you taught me my first year out of dental school. I really feel like my whole practice philosophy was molded that first year in your office. I've had two months in a row of production over \$100,000 and this year I'm on track to produce over \$1,000,000 and the collections should be in the range of \$800,000. My work ethic and current business model is a real reflection of the way you practice and I just wanted to say thank you for showing me how to run a successful dental office. I really appreciate all the wisdom you bestowed on me in my first year of practice."

Dr. Jake Krehbiel - Clive, IA