



Retaining Your Patients in a Competitive Dental World

With the increased acceptance of advertising and marketing by the dental profession, our practices have become more susceptible to patient loss than ever before. Those of us who prefer the traditional approach to attracting patients, ie word of mouth and doing a great job, must be more proactive than ever with our internal marketing and education.

Given the choice, your patients prefer to have you do their dentistry.

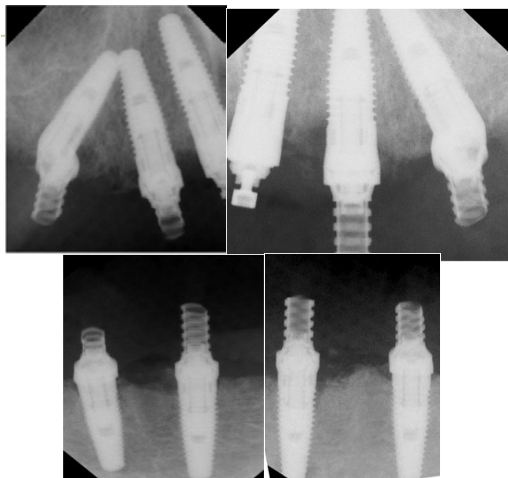
But, in the absence of a proactive internal marketing and education program, patients could be lost to the advertisers simply because they are unaware of the skills that you possess.

A primary area of susceptibility is in the area of rehabilitation of the fully edentulous and/or failing dentition. Over the past several years, we have been giving comprehensive educational seminars on this subject. We work in collaboration with the restorative dentists to achieve excellent results. Below are several examples of cases we have treated. Each of these cases was completed by a restorative dentist who had not previously restored one of these cases. These patients would otherwise have been lost to the advertisers. Should you desire to learn how to treat these types of cases, we are available. We have conducted courses for 100 restorative dentists on cases such as these. Please visit our website

www.midwestdentalimplantology.com for a more complete view of cases we have treated.



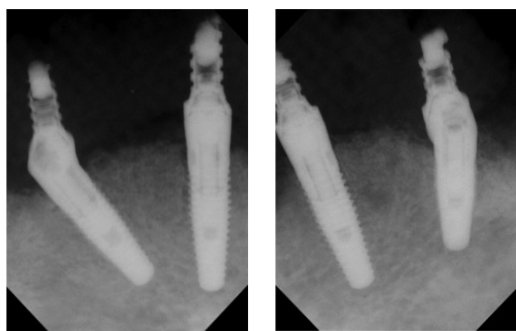
Pre-op



Final Restoration



Pre-op



Immediate Fixed Temporary



Pre-op



Immediate Fixed Temporary



Immediate Fixed Temporary