



Tired of practice management woes? New book offers solutions

Dentists know the benefits of practice ownership: control over clinical and business decisions and greater income potential than a career as an associate.

These benefits come with a price tag, however, that leaves many owners frustrated and stressed and the knowledge that their practices aren't doing as well as they should.

Instead of blaming themselves or their staff members, owners may want to take a look at *What Do Dentists Really Want?* a practice management book published in January 2007. It identifies the real culprit and offers actionable ideas on how to transition to strategic practice management.

Authors Janet and Lawrence Steward, MBA, based their work on the results of their national Practice Management Research Project, conducted independently on the authors' behalf by Valmont Research, Inc., of Los Angeles, CA.

Some 211 dentists nationwide participated in the independent, scientific study, and nearly 150 others were involved in focus groups and individual interviews.

This book shows dentists how to:

- Transition to Macro Doc
- Spend the day being a dentist instead of worrying about business.
- Take your practice to the next level and boost your income beyond the "status quo"

The book is available on line at www.theManageDentPros.com for \$29.95 plus shipping and handling.

Multiple copies are available at discounted rates.

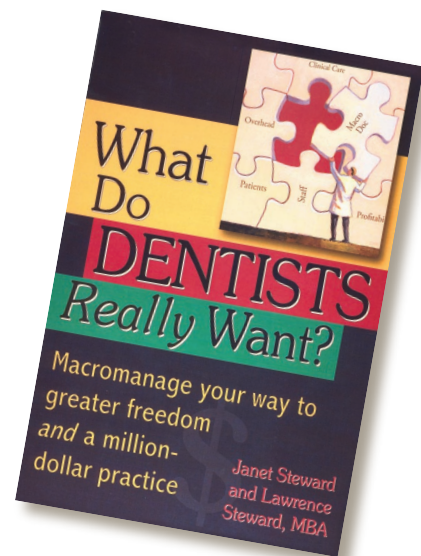
The vision for ManageDent Pros is to provide support, training, and guidance for dental professionals who are

interested in creating more profitable practices, better patient relationships, and stronger practice teams.

"We encourage feedback and reviews," Lawrence said. "We hope everyone interested will email comments to Lawrence@theManageDentPros.com."

\$29.95 (plus \$4.95 S&H)

**Purchase your copy at
www.theManageDentPros.com
or call (970) 207-0776**



What industry professionals say about *What Do Dentists Really Want?*

"Congratulations to Janet and Lawrence Steward ... for a book that lets dentists know they are not alone and more importantly, offers timely advice on dealing with ... every day challenges."

— Linda Miles, CEO, Linda Miles and Associates, Virginia Beach, Virginia

"A superb effort ... that is something I think every dentist could benefit from reading. As a meeting planner I know it's worthy of my consideration."

— Paul Isler, DDS, Preventative & Restorative Dentistry;
Deputy Regent for the International College of Dentists

"Great insights and practical suggestions that can take ANY practice to the next – and more satisfying – level!"

— Rick Willeford, MBA, CPA/CFP "Accounting for Financial Health Since 1975"

"The Stewards' book "really hits the nail on the head... it sure opened my eyes. I think I finally understand how things could/should be done in a dental practice."

— Dr. Catherine Ashton-McGregor, Lyndhurst Dental Centre

"I think practicing dentists will benefit from this book, and it should be required reading for every student in dental school."

— Greg A. Philson, DDS, PC

"Janet and Larry Steward have made a solid case proving that issues surrounding staff management and turnover are the Achilles Heel of practice success. The Steward's research demonstrates that dentists need to embrace a new paradigm in order for their teams and their practices to realize their potential."

— Ginny Hegarty, Dental Practice Development, Inc.