

# Steven L. Rasner, DMD MAGD

## Hands-on surgical and practice management courses

### *6 Steps Back to Fee for Service*

Six steps you can take today to find your way back to the fee for service practice you dreamed of in dental school. Half or full day.

### *The New Graduate Blueprint for Bulletproof Success*

Designed with the dentist who graduated within the last ten years in mind, this course maps out a bulletproof route to success. Half or full day.

### *Atraumatic Extractions for the GP*

Step by step protocols for approaching a wide array of frequently-referred extractions. Hands-on, one or two days.

### *The Bulletproof Guide to Implant Success*

An introduction to the basic surgical protocols of implant placement. Hands-on, one or two days.

### *Hands-on Atraumatic Extractions, Bone Grafting, and Intro to Implant Placement*

This course covers the material in the two above and more. Hands-on, two or three days.



*Delivering usable  
information in a fun  
format since 1998.*

To book Dr. Rasner for your next event, call **800-337-8435** or email **Beth.SteveRasner@icloud.com**.  
RasnerInstitute.com

**Rasner**  
**INSTITUTE**

# 6 Steps *back to* Fee for Service

Dr. Rasner maps out – in *use it on Monday* detail – his six point strategy to reach an extraordinary income while maintaining a reputation as a respected dentist that everyone wants to see. As a full time practicing clinician, he lives in your world. He'll share not just what he's done right, but what he's done wrong. After 38 years as a full time practicing clinician, he remains *"all in"* on the best and only way to maintain an independent practice that enables you to reach incredible potential.

- The triad of clinical skills necessary for a meteoric road back from the toxic insurance practice.
- The best case acceptance blueprint in the industry. Bar none.
- Where to invest your marketing dollars. And where to avoid.
- Why you should quit wasting your time using formulated financial rewards as a motivator for your team. (With 16 staff members with me over 16 years, I know what works.)
- Why your AR are too high, and the one airtight solution to getting paid up front and solving the cash flow issue.
- Real world steps to rein in your out of control overhead.



Rasner  
INSTITUTE

# *The New Graduate Blueprint for Bulletproof Success*

*with Dr. Steven Rasner*

## **The First Year Out:**

Credit cards, car payments and debt

Personal treatment planning your next 5 years

Associateships: Do's and don'ts

**Clinical Training:** A two year course-by-course recommended *residency* and why

**The New Patient Experience:** Today's new dentist faces obstacles unlike any generation before. Corporate care chain dentistry; fewer fee for service practices; and the tsunami of managed care practices have made traditional fee for service practice an epic challenge. The one area where the new dentist can easily distinguish themselves from the rest is during the new patient experience. Drawing from 38 years of learning what is important and what isn't, this presentation will provide the recipe from the first phone call until they leave their first appointment.

**The Art of Case Acceptance:** Many of your talented classmates will face early burnout and a career of one tooth dentistry because they lack the most vital chairside skill: Getting patients to accept the care they need. This is how you do it.

**The Art of Getting Paid:** Another *achilles heel* in a fledgling practice is the inability to get paid in full for services. It's a known practice management parameter that if balances due aren't collected in 90 days, there is only a 20% chance of ever collecting. This section is dedicated to the model for getting paid up front, and further, why that turns out to be the more prudent and ethical way to practice.

**Marketing in 2019:** Dentists unequivocally waste more money on broken marketing promises than any other part of their practice. We'll highlight both the most powerful and low cost marketing designed in the past 18 months for the new dentist (or any dentist) with an emphasis on "word of mouth" referrals.

**Leaving a Legacy:** Bonding and giving back to community may not be foremost on the new dentist's mind. This section will show countless opportunities to unite your practice with the community, creating a legendary reputation where both patients and businesses want to be on board with your organization.

# *Atraumatic Extractions*

## *for the General Practitioner*

*with Dr. Steven Rasner*

A hands-on course    One or two days

Practitioners who strive to maintain independence from the toxic tentacles of third party insurance must develop skill sets that motivate patients to go out of network to seek their care. This class is part of a series designed to enable the GP to do just that. This course will focus on atraumatic tooth removal.

Is it really possible to master in one day the surgical procedures you're currently referring out. The answer is a resounding **YES**. This action-packed full day class, including a **hands-on** clinic, will provide a step by step blueprint for success at a wide array of surgical procedures. In his warm and witty way, Dr. Rasner will cover everything from pre-op patient preparation to scheduling to post-op instructions, all in a comfortable, question-inviting atmosphere.

This course has been carefully designed for maximum learning by integrating didactic, audio/visual aides, and attendee participation. In order to provide the most realistic learning experience, a worldwide search for the best models and methods of replicating procedures was conducted. You will leave ready to return to your practice, start providing these procedures, and keep more production in-house.

### **In this one day residency in exodontia, expect to learn:**

- Safe patient selection and red flags
- Case presentation and fees
- Antibiotic coverage
- Oral sedation protocol
- Atraumatic extraction techniques
- Socket grafting
- Review of angiogenesis
- Connective tissue grafts
- Introduction to surgical implants
- Suturing: interrupted, continuous, horizontal & vertical mattress



### **During the Hands-On Clinic, each doctor will:**

- Demonstrate envelope, three and four corner, and split thickness flap designs
- Remove teeth in a number of clinical scenarios, including teeth broken to the gingiva; teeth adjacent to "delicate" teeth (ie. anterior crowns); teeth in lingual version; and teeth in crowded dentition
- Select and demonstrate proficient use of appropriate armamentarium (Elevators, Physics Forceps vs. conventional) to remove sectioned teeth
- Demonstrate continuous, vertical, horizontal mattress, and sling suturing techniques

# *The Bullet Proof Guide to Implant Success* *for the General Practitioner*

*with Dr. Steven Rasner*

A hands-on course    One or two days

Are you tired of having crowns that you placed six months ago break off at the gingival margin? Frustrated with the lower denture patient needing ten adjustments? Feeling guilty about mutilating a perfectly good tooth to place a bridge?

Many clinicians would like to place dental implants, but are worried how difficult they are to master. Placing implants is easy, technique friendly, and incredibly impactful to any dental office. Yet less than 1% of general practitioners are presently placing implants. Implants open up a wide array of treatment options that will elevate your overall care.

This presentation will cover different treatment modalities, the needed armamentarium, a step-by-step approach with both slides and video presentation, and the use of advanced models with periosteum or pig jaws for the *hands on* portion. Attendees will leave having completed a *critical first step* to the blueprint required to pursue predictable and successful surgical and prosthetic implant dentistry.

## **Participants will learn:**

- Safe and predictable case selection
- The patients you should avoid
- Sterile technique and implant dentistry
- Treatment planning for the mandibular overdenture
- Instrumentation will make or break you
- The necessary pharmacology and why
- Incision, access, and suturing
- Your first overdenture case
- Your first single tooth implant
- Single tooth replacement
- Screw vs. cement-retained prosthesis
- Small diameter implants – are they worth it?
- How to present the implant case
- What to charge and how to get paid
- A Continuing Education blueprint



## **During the Hands-On Clinic:**

Each doctor, working with a pig jaw or advanced model, will:

- Perform 2 or more atraumatic extractions followed by immediate implant placement
- Prepare an envelope; three and four corner flap
- Perform a socket graft
- Place 3 to 4 implants in various clinical scenarios
- Demonstrate continuous, horizontal and vertical mattress sutures

# *Atraumatic Extractions, Bone Grafting*

## *and Intro to Implant Placement* with Dr. Steven Rasner

Hands-on

Two or three day course

This course provides the long-awaited blueprint for extreme dental success. It is the course your members are looking for. Dr. Rasner combines lecture, visual aids, and plenty of hands-on time to provide the knowledge and experience your members need to bring their new skills home. The most lifelike models available ensure that attendees are prepared to offer these procedures to their patients. Dr. Rasner will also include the case presentation skills and low-cost marketing techniques that marry perfectly with these skills. Below is a brief description of what you can expect in a two day course. Dr. Rasner can modify this to emphasize a particular aspect that your members are asking about.



### **In this two day residency, expect to learn:**

- Safe patient selection and red flags
- Antibiotic coverage
- Oral sedation protocol
- Atraumatic extraction techniques
- Socket grafting
- Review of angiogenesis
- Connective tissue grafts
- Introduction to surgical implants
- Suturing: interrupted, continuous, horizontal & vertical mattress
- Case presentation and fees
- Powerful marketing techniques to complement these skills

### **During the Hands-On Clinic, each doctor will:**

- Demonstrate envelope, three and four corner, and split thickness flap designs
- Remove teeth in a number of clinical scenarios, including teeth broken to the gingiva; teeth adjacent to "delicate" teeth (ie. anterior crowns); teeth in lingual version; and teeth in crowded dentition
- Select and demonstrate proficient use of appropriate armamentarium (elevators, Physics Forceps vs. conventional) to remove sectioned teeth
- Demonstrate the latest recommendations for materials, membranes and stabilization of grafts
- Practice the four necessary suturing techniques

**Rasner**  
INSTITUTE

# Testimonials

## What's being said about Dr. Rasner's presentations?

"Dr. Rasner's hands-on oral surgery course has been offered by the Washington Academy of General Dentistry (AGD) three years in a row not only for Dr. Rasner's first class attention to every detail but the one on one experience he gives to our general dentists for 'Use on Monday' skills and techniques have been received as invaluable by our attendees."

**Valerie Bartoli, Executive Director, Washington AGD**

"Dr. Rasner is the most inspirational and passionate speaker I have ever met. His presentation was one of the most uniquely satisfying we have ever seen."

**Dr. Jennifer Hirsch Doobrow**

"Steve is a living example of what happens when intensity coupled with ability to motivate both staff and patients are put into motion."

**Dr. Frank Spear**

**Book Dr. Rasner for your next event!**

**800-337-8435**

DrRasner@aol.com

Beth.SteveRasner@icloud.com

View Demo Video at  
RasnerInstitute.com

"Dr. Rasner has had a massive influence on my practice, allowing me to grow by 35% in bad economic times while treating people more conservatively and more ethically."

**Dr. Lincoln Harris, Founder Harris & Callaway Professional Education, Australia**

"Our residents had a great day with Dr. Rasner! He was an engaging speaker, and not only brought tips and tricks for efficient extractions, he also educated them on practice building and patient interactions. Terrific hands-on demonstration! This information can be put into practice tomorrow."

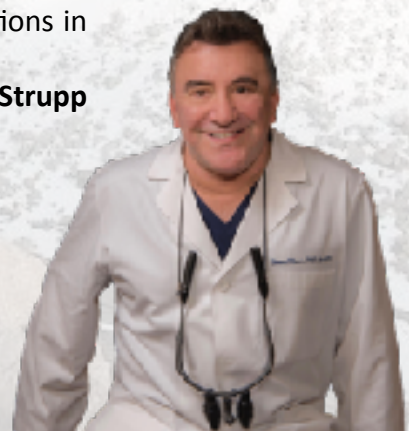
**Michael McCracken, DDS University of Alabama**

"Emerging from the glut of practice management is one of the brightest and most inspirational speakers of our time. Steve's presentation may be the best one-day seminar in dentistry today."

**Dr. Woody Oaks**

"What Steve does is so powerful, it goes beyond practice management. It has to be one of the most professional and informational one-day presentations in dentistry today."

**Dr. Bill Strupp**



**Rasner**  
**INSTITUTE**

# Past Presentations

*partial listing*

Fifth District Dental Society of Kansas  
 California AGD  
 Washington AGD  
 Temple University  
 Michigan Dental Association  
 Calgary & District Dental Society  
 American Dental Association  
 Arizona AGD  
 Montana AGD  
 New Mexico Dental Association  
 Central Florida District Association  
 Townie Meeting  
 Dental Success Summit  
 Manitoba Dental Association  
 Pennsylvania Dental Association  
 University of Washington  
 Colonial Conference  
 Dental Summit Nashville  
 Greater NY Academy of Cosmetic Dentistry  
 New Jersey Dental Association  
 Louisiana State Dental Meeting  
 Pacific Dental Conference

Ottawa Dental Society  
 Georgia AGD  
 Academy of General Dentistry Annual Session  
 Alabama State Dental Society  
 American Academy of Dental Group Practice  
 The Best Seminar Ever



The Texas Meeting  
 Mid-Continent Dental Conference  
 Yankee Dental Conference  
 Dentistry Show, England  
 Greater New York Dental Meeting  
 Central Florida Dental Implant Study Group  
 Arkansas State Dental Association  
 California Dental Association  
 Rocky Mountain Dental Convention  
 Ohio State University  
 New Hampshire Dental Society  
 Ontario Dental Association  
 University of Tennessee Dental School

## Sponsorship Opportunities

Dr. Rasner works with sponsors to help offset his honorarium. We are happy to contact potential sponsors on your behalf.