



Sunrise Dental Solutions Summit 2021

Achieving Economic Immunity & Prosperity in the Post Pandemic Dental Marketplace

During the last year dental practice owners have encountered extraordinary, unprecedented times. Not only has their dental world been turned upside down, but the dental world they knew before the pandemic has not and will not return. The game has changed, again.

As Sunrise Dental Solutions members, we expect change, we prepare for it, and we look for ways to prosper from it. During our last Summit, Sunrise members were challenged to create the change they wanted (becoming Game-Changers), and they took that challenge seriously. Since dentistry was allowed to reopen in the spring of 2020, Sunrise practices have accomplished extraordinary things, setting records and breaking through performance barriers like never before. It's as if they've become *immune* to the effects of the upheaval experienced by most of the rest of the business world.

We've analyzed these game-winning strategies and will share them along with new *booster* strategies at Summit 2021, so that Sunrise practices can achieve and maintain market dominance, while enjoying the freedom and prosperity that accompanies winning at the business of dentistry.

The sixteenth annual Sunrise Dental Solutions Summit will be held at the historic Omni Grove Park Inn in Asheville, North Carolina. The event begins with a welcome reception on the evening of Wednesday, October 13, and ends with the gala celebration on the evening of Saturday, October 16. In between, the meeting will be filled with learning through presentations and networking, as well as loads of fun, enjoying all the Omni Grove Park Inn offers as well as the local attractions of the Asheville area, situated within the picturesque Blue Ridge Mountains.

The Omni Grove Park Inn

The Omni is a five-star hotel complete with southern charm and hospitality, a unique 43,000 square foot subterranean spa, locally sourced restaurants, stunning views, and many other amenities that make it such a popular attraction for its guests looking to enjoy a relaxing retreat.

Local Attractions

Asheville is known for its vibrant arts scene and historic architecture, including the dome-topped Basilica of Saint Lawrence. The vast 19th-century Biltmore estate, that includes the largest privately owned residence in the U.S., is an architectural masterpiece filled with history of a bygone era. The Downtown Art District is filled with galleries and museums, and in the nearby River Arts District, former factory buildings house artists' studios.

Whether it's the great location, the exquisite accommodations, the pent-up demand for experiencing continuing education in person, or the desire to rekindle relationships developed over the years with other Sunrise members, this Summit is shaping up to be the largest, and best annual meeting ever. If that wasn't enough, we have another great reason for every Sunrise member to attend, the meeting agenda.

Wednesday, October 13 – 6:00pm – 8:00 pm

Be sure to arrive in time for the welcome reception at the Seely Pavillion at the Omni where you will enjoy the company of old friends and make new ones. Heavy Hors d'oeuvres and drinks will be provided. We will have a special gift for you to keep you warm on the cool, crisp Autumn nights in the Blue Ridge Mountains.

Thursday, October 14 – 8:00am – 12:00pm

A full breakfast will be served at 7:00am, with the meeting starting at 8:00am. I will formally welcome the Sunrise family and guests to the sixteenth annual SDS Summit, and recognize outstanding achievement for 2020, so everyone should be sure to attend the morning presentations, including significant others.

I will also give a presentation highlighting this year's theme: "Achieving Economic Immunity & Prosperity in the Post Pandemic Dental Marketplace". This presentation will highlight the changing dental practice landscape, how Sunrise members have successfully responded to its challenges, and how to not only be immune to the turmoil of the future but prosper from it.

Our second speaker on Thursday morning is Dr. Chris Phelps. Dr. Phelps is an entrepreneur, general dentist, and an Amazon best-selling author of the book, *Grow Your Dental Membership Plan*. He practices in Charlotte NC where he grew from one practice location to four.

He is the founder and president of *Call Tracker ROI, Golden Goose Scheduling & The Phelps Institute*. Call Tracker ROI is a service that helps Dentists track their dental marketing efforts. Golden Goose Scheduling helps practices answer and schedule more new patient calls while reactivating patients who are overdue for hygiene care. The Phelps Institute was founded to train Dentists in both the clinical and business aspects of running their practice.

Dr. Phelps is a certified Kolbe Trainer and is also an expert in the science of ethical influence and persuasion having received his Cialdini Method Certified Trainer (CMCT) certification under acclaimed behavioral scientist, Dr. Robert Cialdini. In



2016 and 2018, Dr. Phelps was nominated by his dental colleagues and selected the top honor as the Doctor's Choice National Dental Award winner. In 2020, he was recognized by the Global Summits Institute as being one of the Top 100 Dentists in the World.

Dr. Phelps' presentation will be "Case Acceptance: A Behavioral Science Point of View". Thirty-seven years ago, Dr. Robert Cialdini published his groundbreaking book, *Influence: The Science & Practice*. A book Warren Buffet describes as his #1 book on communication. In this book he identified six key principles of persuasion that we lean on to help us make our decisions. Despite the span of years since it was first published and the technological advancements we as a society

have achieved, Dr. Cialdini's Principles have never been more relevant to our decision making process than are today. In this presentation, Dr. Phelps will outline Cialdini's six principles and review his behavioral science approach to improving your communication and case acceptance in the dental practice. He'll also dive into the two main Pre-COVID and Post COVID patient mindsets we've faced and give you strategies to counter the top five reasons why people tend to say no to our recommendations. Whether you are already an effective communicator or in still in need of aid, everyone can learn to have more influence and persuasion with their patients, ethically setting the stage for more people to say yes to your requests.

The third speaker of the morning is our keynote speaker, Mr. Ben Nemtin, whose presentation is titled, "Five Steps to Make the Impossible Possible". Ben is a #1 New York Times bestselling author, co-founder of *The Buried Life Movement* and inspirational keynote speaker. He has delivered over 500 keynotes to brands and Fortune 500 companies around the globe.

But it's his story that has brought him to those stages as well as ours. Ben grew up in Canada and was awarded an academic scholarship to a prestigious university and was on his way to making the U-19 Canadian Rugby Team. Soon thereafter, he was hit with a crippling depression that stopped him from going to school or rugby practice. He dropped out of college, was dropped from the rugby team, and became a shut-in in his parent's house, unable to leave.

He began to realize that he had been living the life other people wanted to see, not the one he wanted for himself. In an attempt to re-set, he decided to surround himself with people who inspired him. Along with some of his friends, Ben made a list of "100 things to do before you die" and decided that for every bucket list item

they accomplished, they would help a complete stranger accomplish something on their list.

Ben and his friends called their mission “*The Buried Life*”, named after a 150-year-old poem by Matthew Arnold. They borrowed an RV, bought a second-hand camera, and hit the road for a two-week trip. They had no idea the ripple effect their mission would have, ultimately inspiring millions to write their list and pursue their buried dreams. The trip lasted over a decade, with 91 items on his list achieved.

As a result, Ben believes that anyone can do anything and has seen firsthand how this belief changes how someone makes decisions and, ultimately, how it changes their life. His goal is to instill this belief in his audience and prove to them they are capable of the impossible.



As always, I’m expecting something very special to happen at this year’s Summit, and I am so excited about this presentation.

Everyone, including significant others, attending the meeting needs to see and hear Ben Nemtin.

The meeting on Thursday morning will conclude with the announcement of next year’s Summit location. As always, this is a tightly kept secret, and as with all of our destinations will be something very special, selected with our very remarkable group in mind.

The meeting will end around 12:15pm. At 3:30pm we will begin loading buses for our trip to the Biltmore Estate, with an in-route tour of Asheville. We will arrive at the Lioncrest Veranda for a reception in honor of our Platinum and Diamond Club members, where food and drink will be provided. From there we will board the buses again for our private guided evening tour of the Biltmore mansion. At the conclusion of the tour we will depart for the trip back to the Grove Park Inn, with a scheduled arrival between 8:00pm and 8:15pm.

Friday, October 15

The second day begins with breakfast at 7:00am, with the meeting starting at 8am. Mr. Paul Edwards will present, “Let’s Talk about HR, Leadership, and how to Thrive and not just Survive”, a lively discussion of where we’ve just been and what the best leaders did and will have to do to come out on top in the coming year. As he shares the relevant HR trends and challenges across CEDR’s 2,500 dental practice

member's, he'll touch on employment law, leadership skills, and the single most effective solution available to all of us, as identified by his own team's experiences.



Paul is the CEO and Founder of *CEDR HR Solutions*, *HR Vault software*, and the Facebook group, *HR Base Camp*. CEDR is a leading provider of on-demand HR support for dental practices of all sizes and specialties across the United States.

With over twenty-five years of experience as a manager and business owner, Paul is well-known throughout the dental and health care community for his expertise when it comes to helping owners and managers effectively solve HR issues. He and his team of HR experts specialize in helping dentists successfully handle employee issues and safely navigate the complex and ever-changing employment law landscape across all fifty states.

He is also a featured writer for *The Profitable Dentist*, *Dentistry IQ*, and *Dentaltown* among many other publications. He is a contributor to the ADA's *GPS Program* and regularly speaks at dental seminars, conferences, and CE courses across the country.

Following Paul will be Dr. Pamela Ray, presenting "An Up To Date Discussion on the Latest Technology for Guided Bone Regeneration". The field of regeneration is expanding with more active biologics, "smart" membranes, and more osteoinductive materials. Knowing what is available and how to implement these into day-to-day practice can be confusing to even experienced surgeons. This discussion is to help clarify how to choose the best material to accomplish the job. Given the relevancy to the Super GP of topics related to the latest and greatest advancements in the surgery and prosthetic replacement of missing teeth, Dr. Ray's presentation is a timely presentation for an advanced group such as ours.

Dr. Pamela S. Ray has a Bachelor of Science Degree from Texas A&M University. She received her Doctor of Dental Surgery Degree in 1989 from The Dental School at The University of Texas Health Science Center in San Antonio. In 1991, Dr. Ray completed her periodontics training in San Antonio and has maintained a private practice in San Antonio since that time. Dr. Ray is a Diplomate of the American Board of Periodontology and a Fellow in the American and International Colleges of Dentistry.



Dr. Ray has a comprehensive outlook on Periodontics, providing reconstructive, implant, and cosmetic periodontal treatment. She has special interests in Bone Grafting, Regenerative technology, Soft Tissue Augmentation, and Dental Implantology. Dr. Ray lectures locally, nationally and internationally on surgical and non-surgical periodontal therapy.

At our last Summit, we experimented with inviting a few selected team members to the meeting. We know the Summit has the potential to inspire, re-energize, and educate the practice owners who attend. But the very people most responsible for implementing that education aren't exposed to it.

This year we opened the meeting to more practice team leaders and have prepared special breakout sessions customized to the unique roles they play in the success of the practice. There was an immediate response from several Sunrise clients who heard about this offering. However, promoting the team session at the Summit presented the unexpected challenge of securing enough rooms within the Sunrise Block at the special room rate. We've had a phenomenal response from our clientele to attending this year's meeting, which is great, but when we approached the Omni about increasing the size of our block, they declined. Unfortunately, the room rate outside of our block is twice the cost, so we haven't actively promoted additional attendance from team members. Still, if you want any of your team leaders to attend, there are nearby hotels with reasonable rates and availability. If you choose to do this, please let us know as soon as possible so we can make meeting arrangements.

The team leaders will break out during Dr. Ray's presentation and for the rest of Friday morning. They will be treated to a presentation by Mrs. Meredith Harris titled, "Leadership Lessons Learned from Selling Little Black Stretchy Pants". Have you ever thought afterwards, "that conversation I had with a team member could have gone differently or I wish I had said this?" We all have those difficult team members or patients that we wish we knew what to do with at that moment. This session will give you a decision tree by which to follow and a better way of



deescalating situations through communication styles of straight talk and feedback. You will learn to use mindful communication when leading your team by using your power of speech to shape reality. You will be able to have conversations that you have been putting off or wish that had gone differently. You will learn when you need to lead versus when you need to coach in a situation and create a greater connection with your team.

Meredith has a master's degree in clinical psychology. After working as a clinical psychologist for the University of Kentucky,

she shifted career paths and applied her educational background to becoming a manager for one of the leading retailers in the world, *Lululemon*. Since its inception in 1998, this Canadian American based company has appeared three times on *Fortune's* Fastest-Growing companies list, and with an annual revenue exceeding four billion dollars in the U.S. alone, it has demonstrated the power of combining an excellent product, with over-the-top service and an industry standard leadership training for its managers. Meredith's rapid ascension through the company's management structure is verification of her application of these leadership skills.

After Pamela's presentation to the doctors, and Meredith's presentation to the team leaders, both groups will break out into assigned groups for Mastermind sessions, problem-solving challenges that have been submitted by the group in advance. This part of the meeting has traditionally received the highest ratings for value and practical significance, attesting to the value of the Sunrise network.

The meeting will end around noon, with "free time" available for the rest of the day so everyone can enjoy each other's company, do some sightseeing, tackle one of the many trails in the area on foot or on horseback, go fishing, shopping, or play in the sixteenth annual Sunrise Golf Tournament. Golfers will enjoy a fun mountain course on the Omni property complete with awards for the winners, the longest drive, and closest to the pin accomplishments.

If you plan to play golf and haven't yet signed up, let the Sunrise office know as soon as possible. Due to the season with its changing leaves and delightful weather, this will be one of the busiest weekends of the year for the Omni, so plan as far in advance as possible by reserving your space for any activities, lunch or dinner reservations. As always, the Sunrise Team is ready to assist wherever we can.

Saturday, October 16

After breakfast on Saturday morning, the doctor meeting begins with Mr. David Cohen titled, "Legal Strategies to Position Your Practice in the Post-Pandemic Era".



Practice transitions are occurring in the dental industry in unprecedented numbers. While we can carry a number of pre-pandemic strategies into the post-pandemic climate, the reality is new times require new strategies. During this session, Mr. Cohen will explain how to get ahead of the curve in the post pandemic era from a legal perspective. He will combine old with the new by blending pre-pandemic strategies with novel concepts to help separate your practice from the pack.

David Cohen, owner of *Cohen Law Firm, PLLC*, specializes in helping dentists and specialists with their legal business transaction needs, including practice purchases, sales, partnerships, associateships and

business structuring and formation. David speaks extensively to dental audiences across the country on these topics. David conducts approximately two hundred practice transitions per year, and Cohen Law Firm serves clients nationally and understands the unique nature of the law as it relates to dentistry.

On a personal note, David has done some exceptional work on behalf of Sunrise clients providing thorough, conscientious legal services, including some very creative and innovative methods to transition dental practices while allowing the practice owner to continue to own, maintaining the benefits of ownership. David's academic background includes Stanford University Graduate School of Business, Seattle University School of Law, and Bucknell University.

While David is presenting, the team will be treated to a presentation by Ms. Susie Plott, Ms. Courtney Sanders, and Ms. Siera Eklund Chin, of *Cypress Marketing & Consulting*. Their presentation is titled, "Three Secrets to Beating Your Competition with Digital Marketing". In today's world, to attract new patients you need a strong digital presence and digital marketing strategy for your practice to be chosen first, ahead of your competitors. If potential patients can't find you online easily, you're missing a huge opportunity for growth and letting your competition win.

In this workshop you will learn how it's possible to increase your new patients by over 100% in one year with a 2,000% return-on-investment. Susie and her team will give you strategies so that you can kick back and watch your practice grow. They will dive into three secrets to beating the competition:

1. High Ranking Website
2. Engaging Social Media
3. Reputation Management

Susie Plott is Managing Director of Cypress Marketing & Consulting and oversees all aspects of the business. Prior to founding Cypress Marketing & Consulting, Susie spent nearly two decades building up dental practices as a dental hygienist, office manager, and marketing director. Susie has directed and facilitated hundreds of consultations. Susie has successfully created positive public relations and brand recognition for the practices she's worked at. She has been an unstoppable force behind the development of integrative and locally collaborative marketing campaigns. As a thought leader in the field of dental practice growth and marketing, Susie has given countless presentations on the success of her consulting and marketing strategies across the country.



Susie holds a BA in Communications with an emphasis in Public Relations from Washington Adventist University and an AS in Applied

Sciences as a Certified Dental Hygienist. Susie is bilingual and speaks Spanish fluently.

After David and Susie's presentations, both doctors and team leaders will reassemble together for Mastermind presentations of the group problem solving session from Friday. This will be an interactive session that will culminate in many new ideas and strategies to approach challenges facing our practices today and position Sunrise practices for Sunrise-like success in the coming year.

At noon there will be an optional workshop presented by Chris Phelps where lunch will be provided. The title of the workshop is, "Cracking the New Patient Code: How to Effectively Target & Attract Your Ideal New Patient".

A famous marketer once said, "Half my marketing is working. The problem is that I don't know which half". Have you felt the same way about your past marketing efforts? Some things seem to work, some don't, and nothing seems to be consistent. In this marketing workshop, Dr. Phelps is going to help you crack the new patient code and show you how to turn this mystery into a science. In this workshop format, you'll not only learn how to become an effective marketer, but you'll leave with a marketing plan that's customized for your office.



Everyone interested in growing their practice and/or increasing the quality of their new patients should attend. Please sign up in advance so that we can plan for space and lunch requirements.

Saturday evening is the gala dinner preceded by a reception. This is our opportunity to have more fun, recognize and celebrate extraordinary accomplishments and send everyone off with the challenge to be extraordinary in the coming year. It promises to be a fitting ending to an amazing assembly of some of the best practices and practitioners in dentistry.

The dress code for the gala dinner is semi-formal. For the rest of the meeting, it is casual. Please expect the meeting room to feel cold. We set the temperature to make sure our speakers who are working hard are comfortable.

As with our last Summit, we will be using the Whova App, that you can download on your smartphone and use to refer to the agenda, where to be and when, peruse information about the presenters and their presentations, and chat with one another.

Finally, a word about COVID and the meeting. Unlike last year's Summit there are no restrictions on meeting size in North Carolina. We are planning for social

distancing seating in our meeting space and are closely monitoring any updated guidelines from the state, city of Asheville, and Omni Grove Park Inn with regard to wearing masks or other recommendations/mandates. We are committed to doing everything necessary to ensure our guests feel safe and comfortable. We will be providing updates closer to the meeting as they are received.

We look forward to seeing and hosting you at the Sixteenth Annual Sunrise Dental Solutions Summit. It's been way too long.

Counting the days,
Tony and the Sunrise Team