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Dr. Maurice B. RichardsonNewport, NC
Dr. William H. SunlenHigh Springs, FL
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Honorary Members

Dr. Robert B. ShiraBoston, MA

The Woehler Research Group is the oldest, continuous, registered study group in the U.S. 1998 marks the thirty-fourth year of providing relevant continuing education to its members and guests.

CONTINUING EDUCATION PROGRAM APPROVED
FDA NO. 208 AND AGD NO. 7188



1999
WOEHLER RESEARCH GROUP
PRESENTS

TREATMENT PLANNING YOUR PRACTICE AND YOUR FINANCES

"DENTAL QUALITY MANAGEMENT (DQM): MODERN MANAGEMENT FOR A CHANGE"

Dr. Bruce D. Waterman, D.M.D., P.A.

"PREDICTABLE EXCELLENCE IN ESTHETIC DENTISTRY: A PRACTICAL APPROACH TO SUCCESS"

Dr. Larry R. Holt, D.D.S.

"TREATMENT PLANNING YOUR FINANCIAL FUTURE"

Kevin L. Johnson, M.B.A., C.P.A.
Johnson and Johnson, P.C.

*"Every dentist must be an expert
in every phase of dentistry."*

John L. Woehler, D.D.S.

Saturday, January 30, 1999 8:00 A.M. to 5:00 P.M.
Sunday, January 31, 1999 8:00 A.M. to 1:00 P.M.
Tampa, FL

Dr. Bruce D. Waterman D.M.D.
DQM: MODERN MANAGEMENT FOR A CHANGE

Bruce D. Waterman, D.M.D., is a private practitioner in Brandon, Florida, originator of the DQM (Dental Quality Management) concept, and cofounder of Direct Assignment Insurance. His writings have included articles about application of TQM (Total Quality Management) to dentistry in multiple publications. These include Dental Economics, Journal of The American College of Dentists, and the Conway Quality Newsletter. Currently Dr. Waterman is writing a year long quality management series for Dental Economics. This series is sponsored by the Dental Products Division of 3M Corporation, winner of the Malcolm Baldrige National Quality Award for 1997. As cofounder of Direct Assignment Insurance, Dr. Waterman has written articles about the subject for Dental Economics and Florida Dental Association publications. He has been a speaker at multiple Direct Assignment workshops around the state and received a Special Recognition Award for his efforts by the Florida Dental Association in 1997. Dr. Waterman is the only dental member of the ASQ (American Society of Quality), which is an international association of diverse quality organizations dedicated to the advancement of quality management. Presentations about TQM have been conducted for a variety of study clubs and associations. Dr. Waterman has presented this topic to the University of Florida College of Dentistry. He teaches at Dr. Pete Dawson's Center for Advanced Dental Study in St. Petersburg, Florida, with Joan Eleazar, Executive Director of the Center. Dr. Sam Low, the Florida Dental Association 1997 Dentist of the Year and renowned national speaker, has called Dr. Waterman the "Deming of Dentistry" for his pioneering applications to dentistry of Dr. Deming's TQM concepts.

Dr. Waterman will discuss the implementation of total quality management developed by Dr. Edward Deming. Dr. Deming's TQM is credited with reviving the Japanese economy and improving product quality to compete on the world market. It has been adopted by nearly every industry in the world today.

Day One

- I. INTRODUCTION: HISTORICAL & ECONOMIC
- II. QUALITY & VALUE
- III. PRINCIPLES OF TQM & DQM
- IV. TOOLS OF DQM
- V. POTPOURRI
- VI. FUTURE OF TQM & DQM
- VII. ACTION ITEMS

Day Two

- I. REVIEW OF PRINCIPLES, TOOLS & ACTION ITEMS
- II. INTERACTIVE WORKSHOP OF SPECIFIC TOOLS
- III. DQM PROBLEM SOLVING
- IV. REVIEW OF APPLICATION OF LEADERSHIP VALUES

Saturday, April 24, 1999 8:00 A.M. to 5:00 P.M.
Sunday, April 25, 1999 8:00 A.M. to 1:00 P.M.
Winston Salem, N.C.

Larry R. Holt, DDS
PREDICTABLE EXCELLENCE IN ESTHETIC DENTISTRY: A PRACTICAL APPROACH TO SUCCESS

Larry R. Holt, DDS graduated from the University of North Carolina School of Dentistry in 1978. He has enjoyed twenty years of private practice in Hickory, N.C. For the past ten years he has been developing and refining esthetic skills and techniques. Dr. Holt is currently limiting his practice to esthetic and restorative dentistry. Dr. Holt is a member of the faculty at Black Marlin Educational Resources. He has lectured to students at Medical College of Georgia School of Dentistry and in post-graduate courses offered by Medical College of Georgia. Dr. Holt is also a "Professor Visitante" at the Universidad Catolica de la Santa Maria in Arequipa, Peru.

Every Dentist wants to deliver beautiful, long-lasting, and comfortable treatment for their patients. When treatment results exceed patient expectations, success is assured. Predictable success requires a thorough understanding of patient wants and desires. Appropriate pre-treatment evaluation and analysis precedes any active treatment. A comprehensive diagnosis and treatment plan will eliminate the mystery in delivering excellent treatment.

Dr. Holt will present the necessary steps in planning and implementation to provide uncompromising esthetic reconstruction. He will explore the value of diagnostic wax-ups and provisional restorations. Gingival anatomy, physiology, and esthetic contour will be studied in relation to restorative dentistry. Various restorations and associated materials will be discussed. The planned dynamics of a stable occlusion are mandatory for long term stability. This program will include slides, video and multimedia presentation. Actual case records will be available for inspection. During this day and a half lecture Dr. Holt will discuss the following:

- Examination and patient assessment
- Diagnostic records
- Clinical photography
- Smile analysis/design
- Multidisciplinary treatment planning
- Case planning and presentation
- Provisional restorations as a diagnostic guide for final restorations
- Soft tissue evaluation
- Occlusion
- Esthetic restorative techniques
- Preparation techniques
- Soft tissue management
- Impression making
- Avoiding sensitivity
- Shade mapping
- Laboratory communication
- Overview of laboratory procedures
- Realistic everyday use of high tech in esthetics

September 5, 1999	6:00 A.M. to 12:00 P.M.
September 6, 1999	6:00 A.M. to 12:00 P.M.
September 7, 1999	6:00 A.M. to 12:00 P.M.
Copper Canyon, Mexico	

Kevin L. Johnson CPA

TREATMENT PLANNING YOUR FINANCIAL FUTURE

Since 1983, Kevin Johnson has guided dental professionals into a program of financial independence. As a Certified Public Accountant, he completed his undergraduate work at the University of Texas and achieved his MBA in Accounting and Finances at the University of North Texas. Nationally recognized in both the financial and dental communities, he is a regular contributor to numerous financial and dental journals and a lecturer at dental schools and conferences. Recent presentations include the AGD Impact News magazine, lecturer at Baylor College of Dentistry, AGD Annual meeting 1995, Dallas County Dental Society, Indiana University Dental School, and University of Florida Comprehensive Dentistry Program. Along with his wife Kerry, who is also a CPA, make up Johnson and Johnson CPA's, a professional corporation that only serves the dental profession.

Day One

- I. OVERVIEW OF THE FINANCIAL PLANNING PROCESS
- II. BARRIERS TO ACHIEVING FINANCIAL INDEPENDENCE
- III. FOUR STATES OF FINANCIAL CONDITION
- IV. PROCESS OF ACCUMULATION WEALTH (1:1,2:1,3:1)
- V. ANALYSIS OF DEBT ALTERNATIVES

Day Two

- I. MONEY NEEDED FOR INCOME WITHOUT WORKING
- II. BREAK EVEN ANALYSIS
- III. FINDING YOUR ANNUAL SAVINGS
- IV. HYGIENE RE CARE ANALYSIS
- V. ANALYSIS OF DENTAL MANAGEMENT ORGANIZATIONS

Day Three

- I. SALE OF PRACTICE METHODOLOGY
- II. UNDERSTANDING QUALIFIED RETIREMENT PLANS
- III. EFFICIENT ESTATE TAX PLANNING
- IV. REVIEW OF INSURANCE PLANNING
- V. INVESTMENT PHILOSOPHY

Kevin will send a questionnaire to each member asking you to prioritize the items and list any other subjects of interest prior to the meeting.

WOEHLER RESEARCH GROUP, 1965 - 1998

- 1965** Cozumel, Mexico Oral Pathology
Charles A. Waldron, D.D.S., M.D.S.
- 1966** Lake Atitlan and Guatemala City,
Guatemala Periodontology
D. Walter Cohen, D.D.S.
- 1967** Cozumel, Mexico Orthodontia
Albert T. Wiebrecht, D.D.S.
H. Peter Bimler, M.D., D.D.S.
- 1968** St. Croix, Virgin Islands Oral Surgery
Major General Robert B. Shira
- 1969** Isla Mujeres, Mexico Restorative Dentistry
Rex Ingraham, D.D.S.
Niles F. Guichet, D.D.S.
H. William Gilmore, D.D.S.
Bruce B. Bell, D.D.S.

- 1970** Chihuahua City, Topolobampo and
Copper Canyon, Mexico Radiology,
Pharmacology and Endodontia
Albert G. Richards, M.S.
James W. Smudski, D.D.S., Ph.D.
Jacob B. Freedland, D.D.S.
- 1971** Barbados, British West Indies How To Be Happy
Though Middle-Aged, Married and a Dentist
Everett L. Shostrom, Ph.D.
Jack L. Rosenberg, M.A., D.D.S.
James J. Kavanaugh, Ph.D.
George R. Bach, Ph.D.
- 1972** **SABBATICAL YEAR** from established format,
Woehler Research Group members:
- Spent a week at Esalen Institute, Big Sur, CA,
utilizing Jack L. Rosenberg, M.A., D.D.S., as
seminar leader on approaches to personal growth.
- Sponsored a representative team of Group
members (James H. Lee, D.D.S., William H.
Sunlen, D.D.S. and Almon O. Thompson, D.D.S.)
who lectured two weeks in Italy, France, and
Germany.
- 1973** Roatan Island, Honduras Economics in the
Dental Practice of the Future
Harvey B. Sarner, B.S., LLB.
Hans F. Sennholz, M.A., Ph.D.
Ferris M. Hoggard, Jr.
- 1974** San Jose, Costa Rica Hypnosis and Mind
Control in Dental Practice
David A. Gouch, M.D.
Gerald E. Halker, D.D.S.
Joe B. McCawley
Emil V. Spillman, M.D.
Sheldon A. Rose
- 1975** San Andres Island, Colombia New Dimensions in
Functioning Anatomy and Physiology
John C. McCarny, M.D.
Bob Barringer, M.D.
Sally Lynch
Alysoun Ford
Thomas Hanna, Ph.D.
- 1976** Scotts Bluff, Nebraska and
Casper, Wyoming Simplification of Dental
Techniques for Quality Plus Efficiency
Alvin Artz, D.D.S.
Joe Venerri, D.D.S.
Benjamin R. Baker, D.D.S.
Omer K. Reed, D.D.S.
Dale Smith, D.D.S.
- 1977** Morelia, Mexico Investing Your Time
for Profit and Pleasure
Stanley M. Bergman, Esq., C.P.A.
Patricia Garfield, Ph.D.
Russ Burgess
Gordon J. Christensen, D.D.S., M.S.D., Ph.D.
Thomas W. Murname, D.M.D.
Arne G. Lauritzen, D.D.S.
- 1978** Portland and Astoria, Oregon Twenty Years of
Change and Its Effect on Dentistry
Robert J. Samp, M.D.
Grady Coates
Frank E. Kennedy, Ph.D.
University of Oregon Dental School Staff
- 1979** Merida, Mexico Current Concepts of
Periodontal Therapy
Henry M. Goldman, D.M.D.