I. INTRODUCTION

II. THE PROFITABLE DENTIST

A. The Skill Set

B. The Business Model

C. The Organization

III. OUTSOURCING MYTHS AND THE CURRENT LAB INDUSTRY

A. Industry Insider Taps into the Rumors

B. Is Outsourcing Displacing Jobs in the U.S. Dental Lab Industry?

C. What Are the Biggest Myths About Outsourcing?

D. What Are the Risks Involved?

IV. OUTSOURCING MAKES MORE PROFITABLE?

A. Paying Less for Lab Work Doesn’t Always Translate into a Stronger Bottom Line Overall

B. Is Outsourcing Making Dentists More Profitable?

V. SUMMARY

A. The Bottom Line

B. The Future of Dentistry

VI. CONTACT INFORMATION

A. Eric N. Guerzoni, DMD

B. Mike Abernathy, Deardorff

C. Dr. Mike Abernathy

D. Dr. Mike Abernathy
FROM THE DESK OF GEORGE S. LEE, MD, DDS:

10TH ANNIVERSARY PARTY!

Thank you to everyone who came out to celebrate our 10th anniversary on September 29th. We had a great time and enjoyed sharing the evening with our colleagues, family, and friends. Be on the lookout for pictures from the event on our Facebook page and website!

DENTAL IMPLANT SEMINAR

Have a patient interested in dental implants or trying to decide what option for tooth replacement is best? We are hosting a free informational Dental Implant Seminar and Open House on Tuesday November 1st at 6pm at our office. This will be a great opportunity for patients to learn about dental implants and ask questions about the surgical process. We will share with you a list of your patients that attend so you can follow up with them! Space is limited, so please encourage your patients to call us to register. Christy will be stopping by your office to provide you with invitations that can be shared with your patients. If you need more, please give her a call at 931-552-3292.

If you would like to be listed in our Implant Referral Guide for patients who attend the seminar and not yet established with a general dentist, email Christy at cdefelice@cumberlandsurgicalarts.com with your office contact information.

5 OR 5 CAMPAIGN

We will once again sponsor the 5 or 5 Campaign this year to support Urban Ministries. Last year, Reflections Orthodontics took first place with the most food and personal care items collected per team member! We would like to challenge each office to donate at least 5 non-perishable food and personal care items or $5 per team member. The winning office receives lunch on us!

Christy will be sending out more information about the campaign. We hope your office will once again partner with us to support Urban Ministries.