

Colorado DENTISTRY

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THE NEWSLETTER OF THE COLORADO DENTAL ASSOCIATION

JUNE 2008

VOL. 24, NO. 4

Washington Leadership Conference 2008

On May 12-14, representatives from the Colorado Dental Association took part in the 2008 Washington Leadership Conference. CDA Executive Director **Gary Cummins**, ADPAC representative **Dr. Rhett Murray**, CDA President **Dr. Jeanne Salcetti**, CDA Secretary **Dr. Tom Pixley**, CDA Speaker of the House **Dr. Kevin Sessa**, 14th District Trustee **Dr. Ken Versman**, ADA Treasurer **Dr. Ed Leone**, and CDA Action Team Leaders **Dr. John Parrish**, **Dr. John Hanck** and **Dr. Pat Stranahan** met with U.S. legislators to discuss dental-related issues that are important to Colorado and the nation. These issues included:

HR 2472 Essential Oral Health Care Act of 2007 that would make significant improvement in the participation of private sector dentists



Dr. Rhett Murray, Dr. Jeanne Salcetti, Rep. Ed Perlmutter, Dr. Jeff Hurst, Dr. Kevin Sessa, Dr. John Parrish and CDA Executive Director Gary Cummins in Washington DC.

in state Medicaid and SCHIP programs.

HR 3186/S 1906 Meth Mouth Prevention and

Community Recovery Act that would help educate 12 to 17-year-olds about meth mouth and also help educate

dentists regarding meth mouth early detection.

HR 3187/S 1907 Meth Mouth Correctional Costs

and Re-entry Support that would provide funding through grants to correctional facilities that need ancillary dentists.

The CDA representatives had appointments with Sen. Ken Salazar (D), Rep. Diana DeGette (D), Rep. John Salazar (D), Rep. Doug Lamborn (R), Rep. Ed Perlmutter (D), Rep. Mark Udall (D), and Rep. Marilyn Musgrave (R).

Keynote speakers at this year's conference included Sen. Amy Klobuchar (D-MN), Sen. John Ensign (R-NV) and Doug Badger, former White House Health Care Policy Advisor. The group was also addressed by Charlie Cook, a respected authority on U.S. elections and political trends.

Colorado Dentistry

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Director of Communications

All CDA publications are printed on recycled paper

Colorado Dentistry is a publication of the Colorado Dental Association for its members. If you have information you would like to have published, or have comments about this publication, address them to CDA EDITOR. You can also access CDA information through our website at www.cdaonline.org.

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Next Month: COMOM in Loveland, CO



COLORADO MISSION OF MERCY

In one month, the CDA will be heading up to Loveland, Colo. for the second annual Colorado Mission of Mercy (COMOM). COMOM is a 100-chair, portable dental clinic that travels around the state annually to underserved areas delivering dental treatment at no charge to children, adults and the elderly. Next month, this incredible volunteer-driven effort will take place July 17-20 at The Ranch, part of the Larimer County Fairgrounds.

Patients will be seen on a first-come, first-served basis. No appointments will be made. COMOM will provide hygiene services, extractions and restorations. In some cases, partial dentures will also be made for patients with missing anterior teeth.

Thank you to those who have signed up to volunteer at

this year's event. COMOM isn't possible without the generosity of volunteer dentists, hygienists, assistants, lab technicians, students, nurses and community volunteers. Please check the CDA Web site for information about COMOM. A list of items to bring, logistical information, hotel information and maps/directions can be found at www.cdaonline.org/COMOM.htm.

It is NOT too late to register to be a COMOM volunteer! Please consider coming for any or all of the four days, and encourage your staff to volunteer as well. We still need clinical and non-clinical volunteers for this year's event. Please register online at www.cdaonline.org/COMOM.htm.

For more information, call the CDA at 303/740-6900 or 800/343-3010.

Congratulations MDDS Award Winners!

The CDA would like to congratulate the following members who were recently awarded with the Metro Denver Dental Society's highest honors.

The 2008 awards were presented to the following dentists at a ceremony held during the MDDS 111th Annual Meeting and Society Dinner at the Mt. Vernon Country Club in Golden, Colo.

Dr. Major W. Tappan received the **Honus Maximus Award**, the highest community service/leadership honor that MDDS bestows upon its members.

Children's Dentistry, the pediatric dental practice of **Dr. Elizabeth (Betty) Barr**, **Dr. Nelle Barr** and **Dr. Sean Whalen** received the **2008 Outstanding Service to Children Award**. Dr. Betty Barr was also honored with the 2007 Distinguished Alumnus of the Year award last October at the University of Kentucky Fall Symposium. Dr. Barr was the third recipient of this award established

to "honor an alumnus who demonstrates loyalty to the college and an excellence in the profession of dentistry, as well as community leadership and having reached the pinnacle of his/her field of dentistry."


Dr. Lonnie D. Fallin received the **2008 Outstanding Service to the Underserved Award**.

Shauna Vollmer King, daughter of MDDS member Dr. Donald Vollmer, received the **2008 Outstanding Service to the World Community Award**.

Dr. Jack L. Wasinger received the **2008 Outstanding Contributions to the Dental Profession Award**.

Dr. Ian Paisley received the **2008 MDDS Volunteer of the Year Award**.

Dr. Scott I. Whitney received the **Metro Denver Dental Foundation's 2008 Award of Excellence for Outstanding Service to the Smile Again Program**.

 Colorado Dental Association
3690 South Yosemite, Suite 100
Denver, CO 80237-1808

Dental Dates

Calendar of Events

JUNE

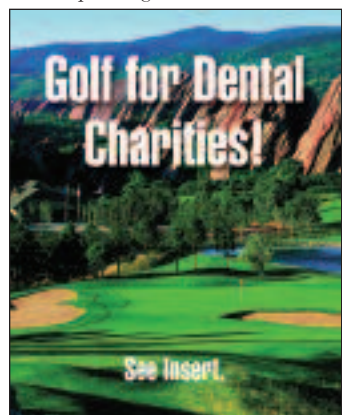
- 6 The Science of Creating Wealth**
Dr. Michael Schuster
888/494-2118, 303/494-2118 or
www.pdacolorado.com
- 12-15 CDA Annual Session**
Vail, Colo.
303/740-6900 or 800/343-3010
Register Today!
www.cdaonline.org/annualsession.btm
- 13-14 Part 3 - Dental Implant Continuum: Level II Implant Surgical**
888/494-2118, 303/494-2118 or
www.pdacolorado.com
- 20-21 Biolase Certified Training Course**
Dr. Howard Golan
888/494-2118, 303/494-2118 or
www.pdacolorado.com
- 26 Understanding Digital Radiography**
Dr. David Gane, PracticeWorks, Inc., Denver, Colo.
800/944-6365
- 27 Essentials of Endodontics: Understand and Utilize Evidence Based Concepts**
Dr. Thomas Jovicich
888/494-2118, 303/494-2118 or
www.pdacolorado.com

JULY

- 10 Integrating Dental Implant Restorations into your Everyday Practice: Parameters for Success.**
Dr. Thomas Ding
Denver Implant Study Club
Denver, Colo.
720/488-7677 or
www.aldoleopardi.com/disc.html
- 17-20 Colorado Mission of Mercy (COMOM)**
Please volunteer today!
Loveland, Colo.
303/740-6900 or 800/343-3010
www.cdaonline.org/COMOM.btm
- 25-26 Part 4 - Dental Implant Continuum: Implant Restorative**
Dr. Barry Goldenberg
888/494-2118, 303/494-2118 or
www.pdacolorado.com

AUGUST

- 1 Golf Tournament for CDA Charity Fund**
Arrowhead Golf Club
Diane Perkins, 303-755-5711 x301
or dperkins@footbillsbuilders.com
www.cdaonline.org/upcomingevents.btm



- 28 Immediate Loading: Taking It to the Next Level**
Dr. Braden Stauts
Denver Implant Study Club
Denver, Colo.
720/488-7677 or
www.aldoleopardi.com/disc.html

SEPTEMBER

- 12 Smile Design - Cosmetic Dentistry for 2008**
Dr. Jean Francois Bedard
888/494-2118, 303/494-2118 or
www.pdacolorado.com
- 25 Summit Dental Implant Study Club**
Dr. Robert Vogel
303/753-1717 or
farbingdds@yahoo.com

The calendar listings do not reflect all events, conferences and continuing education courses—only those that the CDA has been made aware of. Please contact Molly Pereira at 303/740-6900 x104 or molly@cdaonline.org to have your meetings and events listed.

Practical Do's and Don'ts of Practice Marketing

By Steven Rasner, D.M.D.

For many dentists the idea of marketing their dental practice is met with hesitation because in their own minds, marketing = sales. Dentists often feel that they don't need to, or shouldn't have to, market (or sell). However, what we're talking about today is a new definition of marketing: letting your community know that your practice exists and informing your neighbors about the various services you provide.

The benefits of marketing can be experienced on all levels of the practice. Although many dentists may find it easy to dismiss the notion of marketing for their practice, it's hard to dismiss the idea of a happy, thriving practice. Over time, fickle patients and changing lives will affect patient flow, and new patients will be needed for even well-established practices. The best way to increase new patient flow is to make your practice visible to the community. Numerous opportunities to get in touch with your community are available, from patient "thank you" letters on your wall to "sports" dentistry for

the local high school teams. Here is a list of some practical do's and don'ts for marketing your dental practice.

Must Do's

Do set goals. The goals you set need to be relevant to where your practice is and where you want it to be in terms of production and profitability. More than likely, you're not going to achieve your goals without increasing the number of new patients who come into the office, which requires marketing. So, set production goals that are tied back to new patient consultations and make a plan to reach those goals.

Do make yourself visible. Marketing isn't about renting a billboard announcing you're here. It's about getting out there and being part of your community. Here are a few ideas:

- Sponsor a family roller-skating night for charity. For about \$500 or less you can offer a couple hours of roller-skating and a slice of pizza for your pediatric patients and their parents. Their cost for admission is canned food, toys for tots or

a donation for the Salvation Army. Your pediatric patients may even bring another family along who may not know you exist.

- Offer scholarships to high school students with the most improved grade point average.
- Coordinate a dinner-dance for mentally disabled kids.
- Become more than a dentist and a dental practice – become part of the community through on-going efforts.

Do encourage professional referrals from all related specialists. Contact your local Lasik centers, plastic surgeons, cardiologists, and other GP's, endodontists, oral surgeons, etc. Send a letter letting them know about you and your practice with an 8"x10" of your best before-and-after case studies. (Make sure you have appropriate patient permissions.)

Do make your patient experience exceptional. A great marketing tool is word-of-mouth referrals. Giving your patients welcome gifts or end-of-treatment thank-you gifts

are thoughtful ways to inspire your patients to give you referrals and to talk positively about their experience at your practice.

Do offer patient financing. You can leverage a patient financing program to bring in new patients (the CDA endorses CareCredit). It also increases recommended treatment acceptance because your current patients also need monthly payment plans. Plus, some financing programs can help you attract new patients with online doctor locator services.

Practical Don'ts

Don't be afraid of the Web. Using the Web and creating a Web site is a great way to attract new patients. New patients who you get from the Web tend to be high quality, because if they're on the Web it tells you they've done their research.

Don't waste your money or energy. Results don't happen overnight. If you're not going to make a reasonable investment in time and money, it's better not to do

MARKETING continued on page 4

Health Center Spotlight:

Volunteers Create a Dental Clinic in the Mountains

By Erin Major, Summit Community Care Clinic



The Summit Dental Alliance was awarded the "Excellence in Childcare Award" from the Summit County Board of County Commissioners. Accepting the award were Dr. John Warner (left), Erin Major, R.D.H., Dr. Bob Briggs, and Dr. Jerry Peterson.

The hard work and generosity of local volunteer dentists have created a dental home for the uninsured people of Summit County and surrounding areas. This established dental clinic is part of the health services provided at Summit Community Care Clinic in Frisco, Colo.

The effort took shape in 2006 when the clinic's medical services moved into a new space that included room for two dental operatories. A vol-

unteer taskforce met throughout 2006 to plan the services, purchase the equipment, and begin the search for volunteer staff. The doors opened in January 2007 with an all-volunteer dentist staff, and part-time assistant, hygienist, and coordinator.

Initially dental services were available three mornings a week on a walk-in basis. By the end of 2007, the clinic had grown to include services in three operatories, Monday through Friday, 8 a.m. to 5 p.m. The staff now includes a paid dental director and a full-time hygienist; however, volunteers remain at the heart of our success. Nearly all of Summit County's private practicing dentists participate in the Summit Dental Alliance, a collaborative approach to closing the gaps in access to dental treatment for the low-income and uninsured populations.

These dentists treat patients outside the clinic's scope-of-service on a discounted fee schedule. They volunteer their

time at the clinic itself, and participate in outreach events such as dental screenings for all students at Summit County's six elementary schools, Head Start programs and preschools. In addition, as part of the 2008 Give Kids a Smile Day, Alliance dentists collaboratively saw over 50 children in need and provided nearly \$25,000 of donated dental care.

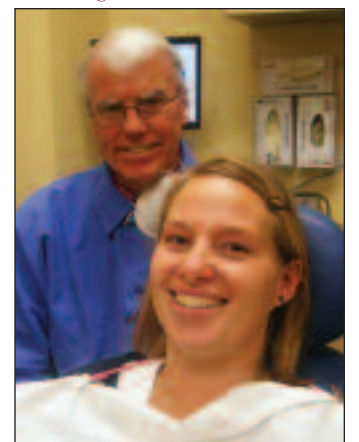
Care Clinic's dental services are provided on a sliding-fee-scale at a fraction of the customary rate. They are sustained through financial support from the State of Colorado, Summit County Government, Summit Foundation, Caring for Colorado Foundation and private donors.

The clinic will continue to grow. We recently finished precepting two dental students as part of the University of Colorado Denver School of Dental Medicine ACTS program. We would like to add additional staff dentist time, and are already trying to identify a

space that would allow for additional dental operatories.

We are always looking for more volunteer dentists. Copper Mountain and Arapahoe Basin generously provide a day of skiing for our volunteers and a guest for every half-day of volunteer service.

To find out more about volunteering, please contact Dental Coordinator Erin Major at 970/668-4053 or emajor@summit-clinic.org.



Dr. Jerry Peterson with a patient at the Summit Community Care Clinic in Frisco, Colo.

"Adopt a Smile" Thanks CDA Members

By Teresa Marshall, R.N., M.S.N., Nurse Resource Consultant and Susan Rowley, R.N., M.S., C.P.N.P., Health Services and School Medicaid, Boulder Valley School District

Some of you may recall the article that Boulder Valley School District (BVSD) submitted to this publication in June 2004. At that time, we were entering our second year of the BVSD Adopt a Smile Program. We are proud to announce that this program is now in its sixth year with excellent participation from our local dentists! We now serve students from four cities: Boulder, Broomfield, Lafayette and Louisville.

Data from the Boulder County Public Health Department, collected in July 2000, showed that "nearly 8% (of school aged children) were unable to get needed dental care due to cost." Now, years later, these children still struggle to get basic dental care. As a result, each December, dentists from the above mentioned cities are asked by Adopt a Smile to donate or discount dental care for one or two students from January 15 to June 30 of the following year.

Children needing Adopt a Smile assistance are discovered through screening programs. Our BVSD nurses collaborate with the Colorado Department of Public Health and Environment to provide visual dental screening services to students in five of our



Helena Moran, R.D.H., Mary Walker, R.D.H., Dr. Robert Murphy, Cathy Karnilaw, R.D.H. and Alma Rodriguez with their patient, Sammy. Dr. Murphy and his partners (Dr. Julie Brown, Dr. Paul Sica and Dr. David Welden) are Adopt a Smile volunteers.

neediest schools. We started those screenings in October last year to allow more follow-up time for the students who were found to have dental needs. Dental Aid also works with the City of Boulder's Family Resource Schools and provides dental screenings to another five elementary schools with a high percentage of low-income students. We are especially proud to announce that extra funding from the City of Boulder was granted in 2008 to help students at a local middle school and high school with high-need populations. These combined screening efforts predictably identified a num-

ber of low-income children who have dental problems requiring intervention, but whose families are without dental insurance or have limited financial means to afford the needed dental care.

This year we have 28 local dentists participating in our Adopt a Smile program, and 54 spaces available for deserving students who will receive all of their dental care at no cost during a six-month period. Families of students who are assigned to the program and their "matching" dentists receive an award letter that describes the parameters of the program and ask that students bring a

drawing or art object to the dentist's office as a thank you for their anticipated care. Parents are also encouraged to bring a thank you card, written in their first language, and translators accompany the family, when needed. The University of Colorado at Boulder campus is across the street from the BVSD Health Services office and CU students who speak Spanish are recruited to serve as paid translators for this program.

Although we are only three fourths of the way through the course of the six-month Adopt a Smile program, 38 students have been served, and their collective treatment plans totaled \$48,317 in donated dental care! BVSD collaborates closely with Dental Aid and treatment plans/x-rays are forwarded to the Adopt a Smile dentist, if applicable. Dentists from both programs consult regularly to ensure that dental care can be provided in a timely manner.

Parents, students, teachers and nurses in the BVSD have been consistently impressed by the care and generosity of the dentists who have volunteered for this program, 11 of these dentists have participated for all six years! The superintendent of BVSD will

be sending thank you letters to 17 of the dentists, because their donated "in kind" care exceeded \$1,000.

Following is a list of names of the 2008 participating dentists. We want express our sincere thanks to those who have made such a difference in the lives of so many individuals. As we all know, "healthy students make better learners!"

Dr. Marc Alber
Dr. Julie Brown
Dr. Steven Buffer
Dr. Edward Christiansen
Dr. E. Lynn Colbert
Dr. Wayne Franz
Dr. Mitchell Friedman
Dr. Keaton Howe
Dr. Tracey Hughes
Dr. Mark Jaffe
Dr. Phil Harwood
Dr. Anita Hoelscher
Dr. Stephen Koral
Dr. Joseph Mazzola
Dr. Thomas Melcher
Dr. F. Robert Murphy
Dr. Ken Poulsen
Dr. Alan Reisman
Dr. David Sabott
Dr. Gary Sellers
Dr. Kevin Sessa
Dr. Paul Sica
Dr. Thomas Simpson
Dr. Allan Skromme
Dr. Corbett Summers
Dr. Judith Timchula
Dr. David Welden
Dr. Jeffrey Young

Are You Locationally Challenged?

By Anne Schnur, Mosaic Management Professionals, Inc.

"We're not lost. We're locationally challenged."
—John M. Ford.

This really says it all. The location of your dental practice is a key component to your practice's growth and success. So how do you become less "locationally challenged" when it comes to making one of the most important decisions in your life? First, start by determining your priorities: Where do you want to live and practice? What type of patients will best serve your practice? Then do extensive research on demographics, inventory and competition. Once you've set your priorities and done the research it's time to find the space. This adds three more sets of decisions that need to be made: to lease or own; a medical/dental building or strip mall; a small but efficient office or a large space with room to grow. Taking these steps in a clear concise manner will result in a location that is not a challenge, but someplace you will be proud to own.

The best way to deal with determining these priorities is to sit down and put pen to paper. Your priorities should be clearly defined, and include short and long term goals.

Where do you want to live and practice that will best suit you and your family? Do you want to live in the city, suburbs or a rural setting? Do you ultimately want to be a sole practitioner, have a group practice, or bring in associates? Do you want a practice that's fee-for-service or would you prefer to accept PPO, capitation or Medicaid? Do you have a specific budget in mind? What kind of patients do you want to treat? (Note: specialists will have an entirely different set of patient criteria than general practitioners.) Setting your priorities and goals for you and your family will help determine what kind of space you'll need in order to obtain your goals. The answers to these questions will give you a starting point, for the next step...research.

Research is a key element in finding a space. Don't rely solely on an advisor or a realtor telling you what is and isn't a good space. Approach it much like buying a car; know what you want and how much you want to spend before you get in and start looking. Doing this will make the process smoother and less time consuming, and you will have some basis for judging if someone is trying to sell you a lemon.

Your research should start with the demographics of the area. These are easy to find on the internet and are fairly easy to read and understand. Here is what you're looking for:

Growth – Is the area growing or declining? Look for an area that has growth, the more new "rooftops," the better.

Median Household Income – Depending on what your priorities are, this can be a key indicator in deciding if the residents can afford your services.

Single or Multiple Family Homes – Single family homes and condos represent stability; apartments tend to turn over often so you have a very fluid patient base.

Age of Children – This is especially important for some specialties and it tells you if there are families in the area.

Schools – Lots of schools mean lots of families and community. New schools mean growth in the neighborhood.

Plans for Community Growth – You can usually find these plans on the Chamber of Commerce Web site.

The internet is a beautiful thing – use it to look for inventory in the area. Remember to keep an open mind or you may miss some opportunities.

There are a million sites for commercial real estate on the Web, so it does take some time, but this will give you an idea of what is available.

Look up your competition, map them out, find out if they have Web sites, and learn everything you can about them. You want to consider the age of the dentists, how many days per week they're in the office, if the office is a primary or a satellite office and if they market. Having another dentist down the street from a space that interests you doesn't necessarily mean it is a bad idea to go into that space, it just means that you need to know your competition and pick the right space.

Knowledge gives you the leverage you need to make good decisions. You cannot truly know the area until you take a trip, drive around the area, look for new growth and look for buildings that might be suitable for your office.

The next step is actually finding the space. Remember to keep an open mind when looking for space or you may miss a unique opportunity. What are you looking for when you look at any space?

Size – Keep your priorities in mind. Know how many

ops. you want and the size of your budget.

Parking – Is there ample parking or do the patients have a long walk? Some buildings charge for parking; can you afford to "validate?"

Signage – How visible is your signage going to be?

Traffic – What types of stores are close by? Is there a lot of foot traffic? Will the restaurant next door make your office smell like a pizza parlor or will the fumes from the nail salon come through the wall?

Own vs. Lease – Don't discount a condo situation because you don't think you can afford it; that's a discussion for your banker.

Ask for help from knowledgeable people, do your research and keep an open mind. By setting your priorities and doing your research, you can make yourself "locationally unchallenged" and find a beautiful spot for your new practice.

Anne Schnur is a partner at Mosaic Management Professionals, Inc. Mosaic specializes in new start, monthly and transitional management services (GP as well as specialties). Contact 303/660-0605, 303/408-0267(cell) or anne@mosaicmanagementpro.com.



CLASSIFIED ADS

Reach over 2900 CDA Members across the State each month with your classified ad. The CDA reserves the right to edit or refuse an ad in part or in whole. For only \$25 you can place your five line ad. Call Molly Pereira at the CDA 303/740-6900 or 800/343-3010 for all the details. Remember there's no better way to reach more Colorado dental professionals than placing a classified ad with *Colorado Dentistry*.

POSITIONS AVAILABLE

Partnership: Centennial, Colo. Half partnership in fee-for-service general practice. Gross collection \$750,000 with one dentist. Implant, oral surgery and sedation skills required. Purchase price \$249,000. Direct inquiries to: dental1953@hotmail.com.

Associate: Associate position available in a general practice treating children. State-of-the-art facility. Digital x-ray. Friendly staff. Starting at \$120,000/year with benefits. Possible future partnership. Call 720/470-4291.

Associate Buy-In: Montrose, Colo. FFS practice, four ops. with ability to expand. Space available for purchase. Well-established practice. Great location off busy street. Small town atmosphere, with big city amenities coming in daily. If you love the outdoors, this would be the practice for you. Great mountain living with easy access to several ski areas, lots of trails for hiking and jeeping. For more information, please call 970/901-8829.

Associate Buy-In: Hotchkiss, Colo. Very busy practice with six ops. Book out five months. Call Larry Chatterley at 303/795-8800 or go to www.ctc-associates.com.

Associate Buy-Out: Woodland Park, Colo. Very modern facility with six ops. Call Larry Chatterley at 303/795-8800 or go to www.ctc-associates.com.

Associates: Positions leading to buy-in: CO: Colorado Springs, Grand Junction, Denver (Spanish speaking a must), Parker, WY: Casper, state-of-the-art facility, grossing \$1.4M. Buffalo, assoc. with buy-in. ADS Precise Consultants: Peter Mirabito, D.D.S., Jed Esposito, M.B.A., 303/759-8425, www.ADStransitions.com.

Associate: Associate dentist needed four days a week in a professional yet easy-going atmosphere. A caring and energetic doctor is needed. Full benefits included. Visit our Website and/or call Dr. Wachuta for more details at 303/278-2800. www.gentlemilesforcolorado.com.

Dentist: New, high-tech, digital Centennial office looking for GP/specialist to use space two days/week or more. GP only three three days/week, six ops., two unfinished that could be modified for specialty. Contact jane@TheGreatSmile.com or 303/773-9400.

Dentists: RLM Services, Inc. is seeking general dentists, licensed in any state to provide full-time services at Ft. Carson Army Clinic in Colorado Springs, Colo. Interested candidates, please submit CV/resumes by e-mail: ka@rlm-services.net. Requirements: DDS or DMD degree. CPR certification. For more information about RLM Services, Inc., please visit our Website at www.rlm-services.net. Equal opportunity employer.

Dentist: Beautiful new facility in Broomfield. GP only there three days/week with four ops. Looking for specialist to use space two days/week or more. Use our staff or bring your own. No overhead worries. Receive a percentage of production. 303/523-9303.

Dentists: Denver, Colo. Perfect Teeth is seeking senior dentists in Colorado with a compensation range of \$90,000 to \$200,000+. Successful private or group experience required. Benefit package. Also seeking associate dentists (compensation range \$75,000 to \$95,000). Specialist opportunities also available for part- and full-time ortho, endo, oral surgery, pedo and perio with exceptional compensation. Call Dr. Mark Birner at 303/691-0680, e-mail at mbirner@bimeraldental.com or visit www.bdms-perfectteeth.com.

Dentists: Denver, Colo. Dental One is opening new offices in the upscale suburbs of Denver. Dental One is unique in that each of our 12 offices in the Denver area has an individual name such as Rock Canyon Dental Care or Heather Park Dental Care in Aurora. All of our offices have top of the line equipment, digital x-rays and intra-oral cameras. We are 100% fee-for-service but take most PPO plans. PPO patients make up 70% of our patient bases. We offer competitive salaries, a complete benefits package and equity buy-in opportunities. To learn more about working for Dental One, please call Rich Nicely at 972/755-0836.

Dentist: FT dentist opportunity in Fort Morgan, Colo. working for SALUD, a nationally recognized Community Health Center. Includes an excellent benefits package and position may be eligible for loan repayment. Please contact Ann at abogan@saludclinic.org or 720/322-9422.

EOE. Learn more about SALUD at www.salud-clinic.org.

Dentist: Montrose Colo. The gateway to skiing, fishing, hunting and more. Smiles 4 Kids is looking for a dentist for our busy practice. Treat patients, ages 0-21. Full-time. Great staff, excellent income and benefits. Contact Ben at 970/901-9865 or e-mail benand-michelle@frontier.net.

Dentist: New Mexico, Mesa Country. Join the Indian Health Service at Crownpoint. Full GS employee benefits, GS 11/12. We work four days/week, 10 hours/day. You get three days off to enjoy the land of enchantment plus all the government holidays. Competitive salary, government housing, good clinic working with wonderful Navajo trained expanded functions assistants. Moving expenses, loan repayments. Any U.S. license. Call 505/786-6283; fax 505/786-6394; e-mail bernida.igbal@ihs.gov.

Hygienist: Seriously fun S. Denver dental office seeking a dental hygienist to work on Fridays from 7:45 a.m. to 2:00 p.m. We also will have a temporary hygienist position available in June for Tuesdays, 7:45 a.m. to 5:00 p.m. Both positions include a nice working environment. If interested please contact Bobbette at 303/278-2800.

Hygienist: F/T dental hygienist needed in state-of-the-art dental practice located in Alamosa, Colo. Colorado license required. Qualified candidate will have experience working in dental hygiene field. Competitive salary plus benefits package available. Please fax letter of application, resume and list of references, 719/589-5300. EOE.

PRACTICES/OFFICE SPACE

FOR SALE/LEASE

Practice: Southwest Colo. Cortez area. 30-year-old practice, grossing \$120,000 on 35 days/year, great outdoor recreation and lifestyle, building and practice \$170,000. Contact rmggu@yahoo.com.

Practices: CO: Aurora, Boulder, Brighton, Boulder East, Colorado Springs, Crested Butte, Denver, Edwards, Cherry Creek, Dillon, Golden, Silverthorne, Glenwood Springs, Lakewood, Western Mountain Resorts, Central CO, Southern CO, Pueblo, Southwest CO, Vail Valley. AZ: Glendale, Phoenix, Tucson and Flagstaff. IA: Near Omaha. NE: Northern Western, North Central and Omaha. SD: Sturgis-Spearfish. WY: Casper, Buffalo and Yellowstone area. NV: Las Vegas. Specialties: Oral surgery. Denver Metro: Central Denver, gross \$2M. ADS Precise Consultants: Peter Mirabito, D.D.S., Jed Esposito, M.B.A., www.ADStransitions.com, 303/759-8425.

Practice: Alamosa, Colo. Priced to sell! Producing \$514,000. \$280,000 for fee-for-service practice, \$205,000 for state-of-the-art dental condo. Excellent cash flow to new buyer! Don't miss this investment opportunity to live in a mountain town environment with income like the big city! Call Susan Spear at 303/973-2147 or susan@practicebrokers.com.

To Sell or Buy a Practice, Manage Associate Buy-outs and Buy-ins: Call Susan Spear, practice transition consultant/licensed broker, Medical Practice Brokers, Inc., 303/973-2147 or susan@practicebrokers.com.

Practice: Denver/Lakewood, Colo. Producing \$400,000. Nice location and facility, loyal patient base. Great satellite practice. Owner to stay on with the transition! Call Susan Spear at 303/973-2147 or susan@practicebrokers.com.

Practice: Denver/Cherry Creek, Colo. Purchase price \$125,000. Nice equipment, Easy Dental software, 550 patients, good location, great starter or satellite. Call Susan Spear at 303/973-2147 or susan@practicebrokers.com.

Practice: South Lakewood, Colo. Collecting \$1M annually! Excellent patient base. Six treatment rooms, beautiful shared dental suite, lab on premises, no other opportunity can compare! Call Susan Spear at 303/973-2147 or susan@practicebrokers.com.

Practice: Southwest Pueblo, Colo. Collected \$774,000 in 2007. Cerec technology, four and a half treatment ops., beautiful modern suite in active business center, excellent payer mix, 2,800 active patients! Call Susan Spear at 303/973-2147 or susan@practicebrokers.com.

Practice: Craig, Colo. Experience all of the rewards of living and practicing in a Colorado mountain community, where clean air and panoramic views abound. Well-established premiere general dental practice with an emphasis on cosmetics, and crown and bridge. Owner is seeking brief introduction period with full transition to new owner. Please reply in confidence with your objectives, curriculum vitae and written goals to: The Sletten Group, Inc., 7882 S. Argonne St., Centennial, CO 80016. Call 303/699-0990 fax 303/699-4863 or e-mail pam@lifetransitions.com.

Practices: Professional Marketing and Appraisal, specializing in Colorado practice sales and transitions. Over 20 years of personal

attention to the dental profession. Call for current listings. Jerry Weston, Professional Marketing and Appraisal, 800/632-7155, www.dentaltrans.com.

Practice: Southwestern, Colo. Thriving general dentistry, resort town, ideal four-season climate. Earn \$125,000 first yr., guaranteed increases, ownership w/sweat equity. Receive majority profit from growth, tremendous seller's assistance. Prof Practice Advisors, 800/863-9373, www.practiceadvisors.com.

Practice: Alamosa, Colo. Excellent opportunity. For more details, please contact Larry Chatterley at 303/795-8800 or larry@ctc-associates.com.

Practice: Lone Tree, Colo. New equipment, three ops. Plumbed for five more. 2,600 sq. ft. Call Larry Chatterley at 303/795-8800 or go to www.ctc-associates.com.

Practice: Littleton, Colo. Grossing over \$275,000/yr. in 2007. Three ops. with new facility and new equipment. Call Larry Chatterley at 303/795-8800 or go to www.ctc-associates.com.

Practice Buy-In: Denver, Colo. Ten ops. Grossing over \$2,700,000/yr. New equipment, modern facility. Call Larry Chatterley at 303/795-8800 or go to www.ctc-associates.com.

Practice: Broomfield, Colo. Grossing \$215,000 with three ops. Call Larry Chatterley at 303/795-8800 or go to www.ctc-associates.com.

Practice: Downtown Denver, Colo. Grossing \$758,000 with four ops. New facility. All fee-for-service patient base. Call Larry Chatterley at 303/795-8800 or go to www.ctc-associates.com.

Practice: SE Aurora, Colo. Grossing \$400,000 with three ops. Call Larry Chatterley at 303/795-8800 or go to www.ctc-associates.com.

Practice: Cortez area. Grossing \$120,000 with two ops. Call Larry Chatterley at 303/795-8800 or go to www.ctc-associates.com.

Practice: Arvada, Colo. Grossing \$1,100,000. All fee-for-service patient base with six ops. Call Larry Chatterley at 303/795-8800 or go to www.ctc-associates.com.

Practice: Sterling, Colo. Grossing \$300,000, 50% overhead, lots of patients. Call Larry Chatterley at 303/795-8800 or go to www.ctc-associates.com.

Practice: Delta, Colo. Acquire the building and the practice for \$220,000. Call Larry Chatterley at 303/795-8800 or go to www.ctc-associates.com.

Orthodontic Practice: Littleton, Colo. Call Larry Chatterley at 303/795-8800 or go to www.ctc-associates.com.

Seller/Buyer Services: If you would like more information on how to buy, sell or associate in a practice, please check our Web site, www.ctc-associates.com or call CTC Associates at 303/795-8800.

Practice: Alamosa, Colo. Purchase price \$348,000. Long time staff employment for smooth transition. 2007 production over \$500,000, collections 97%. Good business op., good location. Call David Goldsmith at 303/304-9067 or dgoldsmith@afconet.com.

Practice: South Central Colo. Truly a fee-for-service mountain village practice. Purchase at \$260,000. Patient base to be busy five days a week. Seller elects to work only 3.2 days at this time. Half hour from all recreation Colorado has to offer including world class skiing and golf. Call Dave Goldsmith, 303/304-9067 or dgoldsmith@afconet.com.

Practice: Cheyenne, Wyo. Launching pad practice for solo or satellite practice. Purchase at \$160,000 with base of 750 patients near downtown. Low lease expense or opt to buy. Solid fee schedule. Tax friendly state of Wyoming. Call David Goldsmith, 303/304-9067 or dgoldsmith@afconet.com.

Practice: Dental practice sale! Eagle County, Colo./Nail Valley area. Gorgeous, state-of-the-art, cosmetic/restorative, w/three ops. Rev. \$975,000. The Snyder Group, LLC, 800/988-5674.

Practice: Dental office for rent. Two operator dental office and consultation room completely carpeted with built-in cabinets. Fully plumbed with all electrical, suction, air and water. Recently remodeled suite in the Dental Arts building at 965 S. Colorado Blvd., Denver, CO. Reasonable lease rate and great parking. Call Dr. Veau, 303/722-2929 or Dr. Margolis, 303/744-1701.

Office Space: Need office space? Work with a specialist. I am part of an experienced full-service real estate firm and I specialize in medical real estate. I can help you to find the space that best suits your needs and negotiate the best terms. Jody Crane, Prudential Commercial Real Estate, 303/455-0600, jcrane@prudentialcresco.com.

Office Space: Wheat Ridge, Colo. Dental suite for lease. 1,100 sq. ft., three ops., equipped across from new Lakeside Shopping Center, 303/422-2333.

Office Space: Dentist's suite for lease overlooking beautiful gardens in north metro, ready to move in. High traffic property with numerous dentists', surgeons' and doctors' offices. Across street from Kaiser Permanente. Lots of free off-street parking. This facility has five operating

rooms with water and vacuum already installed. Some office finish allowance in nego. This easy to manage building is also for sale to an owner occupant who wants to control expenses and increase profits. Call Bill Pomeroy, 303/359-5690, for sale or lease information.

Space Sharing: Denver, Colo. Share expenses – why pay for everything yourself? Seeking general dentist/specialist wanting to share practice costs without the burden of going solo on expenses. Office totally re-equipped three years ago. Four operatories, each with computer, intra-oral camera, DVD, CD, satellite radio and TV. Digital x-ray, Pan-X, Caesy, Luma bleaching, portable Diagnodent, Harvey, Statim, & Hydrim washer. Software schedules, bills, processes insurance for multiple providers. Private office, consult room, and reception room with large flat screen educational program. Contact Dr. Pavlik, 719/592-0878 or pjp@trackerenterprises.com.

Space Sharing: If you're not sure about re-upping with your current lease or want to expand, build or start-up in the Littleton area, look me up before you commit to something else. I have 2,600 sq. ft. of well-designed, already built-out space with great street visibility, and I want to keep my practice active and growing. Write me at iouagraddis@yahoo.com and see if there's a deal that's right for both of us!

Office Space: For lease or lease/purchase. 2,200 sq. ft. remaining in ready to build-out brand new building with dramatic views of the Front Range. Access growing patient populations in northeastern Colorado Springs and expand your practice from this ideal location adjacent to Endodontic Specialists. Competitive lease rates with generous tenant finish allowance or lease-purchase as condo. Call Jane Peck at 719/599-3210 or Tom Binnings at 719/471-0000.

Office Space: Let the light shine in! Floor to ceiling windows surround this Centennial ortho/pedo office. Located at busy intersection of Arapahoe and Colorado, across from Newton Middle School and one mile from the streets of Southglenn. General dentist located in the building. Approx. 1,800 sq. ft., plumbed for five open bay operatories. Lease term, rate and tenant finish negotiable. Call Irene at 303/587-5300 or e-mail Irene@ButtermanDental.com.

Office Space: Cherry Creek: 1,550 sq. ft., four op. dental office for lease. Ken Caryl: 1,550 sq. ft., four op. newly finished dental office for lease. Castle Rock: Five op. dental office for lease. Precise Consultants: Peter Mirabito, D.D.S., Jed Esposito, M.B.A., www.ADStransitions.com, 303/759-8425.

Office Space: Cherry Creek/Denver, Colo. First floor dental suite for lease, located next to park. Plenty of "front door, patient friendly" parking is adjacent to the suite's private entrance. Four ops. have tranquil views of private waterfall and garden courtyard. Cabinetry, plumbing and air are in place and ready to use. Please call 303/703-6722.

Office Space: Space available for dental professionals in the Southlands area, available spring 2009. Building ownership, next to schools. Biggest growth potential in the Denver area. Alisa, 720/217-1944 or ammsuo@hotmail.com.

Office Space: Boulder dental suite for sale, 1,550 sq. ft. ground floor office within Boulder's premier dental professional building with major specialties represented. Classic Colorado contemporary design inspired and approved by the Pacific Institute, two private decks and private entrances. Currently available. Call 720/839-5514.

Office Space: Boulder general practice offering cosmetic services, high-tech equipment. Great location with high visibility. Open to share space with dentist or specialist. Please call 303/449-1119 or fax 303/449-1914.

Office Space: Loveland, Colo. A unique opportunity to build your practice in a beautiful state-of-the-art facility. Loveland's proposed Mountain View Dental Arts and Professional Center. A high visibility location with outstanding demographics next to the 1144 student Mountain View High School. Enjoy a realistic path to the savings and wealth building benefits of owning your own beautiful, efficient facility. For complete details, contact Kirby Phillips, Medical Facility Partners, LLC, 720/308-6430.

Office Space: Loveland, Colo. New construction class "A" space. Up to 8,500 sq. ft. available for immediate build-out. Great location and tenant finish allowance. Call 970/663-1000.

Office Space: Build/Relocate/Remodel: Call us or visit www.fcbidener.com for free office locator assistance. Foothills Commercial Builders, the future is now! 303/755-5711 x306.

Office Space: Fountain, Colo. Close to Colorado Springs. One of the fastest growing areas in Colorado, 25-year dental office location, available in January. Dr. Stephen Seiler, 719/576-4247.

Office Spaces: Plug and Play #1: Finished dental suite, south DTC. Three-to-five ops., two offices, lab, reception, admin. #2: Finished dental or oral surgery space, County Line Road and south Holly Street. Four ops., office, reception, two restrooms, recovery room, two

labs. Great location, excellent value. Contact Bob, 303/713-1588.

Office Space: First floor office with five operator suites located in central Greeley. All plumbing, nitrous lines, computer lines and cabinetry are in place, along with sterilization room and lab space. Call 970/356-5151.

Office Space: Operatories to rent. One to two fully equipped operatories in lovely tech center office. Call Dr. Kevin Evans, 303/796-8668.

Office Space: Leasing new space? Your new landlord is represented by a commercial realtor, attorney and other expert resources. Who is representing your best interests in the transaction? Tenant representation – we represent YOUR best interests: site identification and demographics analysis; lease valuation and analysis; lease negotiations; and experienced dental services (space planning, information technology, space design and construction support). We will locate the optimum practice growth potential site for you, represent your best interests in the leasing process and assist in overall facility development. Kirby Phillips, Remax Professionals, Inc. – Commercial, 303/985-4555.

Office Space: Lakewood, Colo. Dental office space for lease at 2290 Kipling St. Building has eight other dental practices. 1,000 sq. ft., three ops. plus office, lab and x-ray. Owner will assist with cost of tenant finish. Call Jack Maxfield, 303/919-0813.

Endo/Perio Office Space: Endodontist/periodontist space available for lease/sale at beautiful new dental-only centers under construction. Ideal demographics, high traffic and visibility. Loveland and Thornton locations. Contact Medical Facility Partners, LLC, 720/3080-6430 or kirby@mpfi.us.

SERVICES/ANNOUNCEMENTS/MISC.

For Sale: Discountedlatexgloves.com. The best prices on name brand dental gloves in the country. Example: Glove Club-Elastex Nitrile Powder-Free Gloves, list price \$159.99, our price \$129.99. Microflex, Kimberly-Clark, Sempermed, Adenna, Glove Club, Cranberry USA, and Medline Industries. 60 different styles to choose from!! Same day shipping if ordered by 1 p.m. We accept American Express, Discover Card, Visa and Master-Card. Net 30 day terms available with approved credit. Free freight. No handling charges on all orders! <http://www.discountedlatextgloves.com>. E-mail: 80-20marketing@comcast.net. Toll free: 888/580-8020.

For Sale: Intra oral camera system, VistaCam Omni, two Sony monitors, two wall mounting brackets. Call Dr. D. Zimmer, 303/788-6462.

For Sale: All new: Two Midwest Tradition I fiberoptic handpieces, Star Titan scaler, Impregum Penta Soft, Nupro prophyl paste, Midwest push button angle, Midwest replacement turbines. Leave message at 303/862-7679.

For Sale: Air Techniques VistaCam Omni intra-oral camera with three docking stat., photo lens, three foot controls. Excellent condition, \$1,000. Call 303/932-6018.

For Sale: Dentist selling entire office of dental equipment. Much of it less than a year old. For information, call Dr. Anderson at 970/618-3004.

Dental Bookkeeping/Accounting: Are your ducks in a row? Need help? Over 15 years experience keeping books and performing all accounting functions for dental practices. Cash flow management (paying bills), payroll and payroll tax filing, bank and credit card reconciliation, financial statements, and many practice management reports. Work performed in my office. References available. 719/337-7935 or pam@officeducks.com.

On-Call Services: I need occasional call coverage two-to-three times per year. Do you? General dentist in south Denver area wishes to share occasional on-call with other area dentists. Please call 303/733-8885.

Looking To Hire a Trained Dental Assistant? We have dental assistants graduating every three months in the Denver/Boulder, Colorado Springs and Grand Junction areas. To hire or to host a 32-hour externship, please call the Colorado School of Dental Assisting at 866/880-3030.

Service: Concerned Colorado Dentists (CCD) is a subcommittee of the Colorado Dental Association. We are in existence to help colleagues, staff and/or families who think they may have a problem with substance abuse. If you think you or someone you know may have a problem, please call Dr. Michael Ford at 303/810-4475 (day or night). All inquiries are kept confidential.

Delivery: Let Crystal Courier Service take care of your delivery needs! From Ft. Collins to Pueblo, we deliver SAME DAY. Call 303/534-2306 or visit us on the Web at www.crystalcourierservice.com.

Attorneys: Representing dentists/dental practices: Practice start-ups, purchase/sale of practices, associate agreements, employment law, and contracts. Hourly and flat fee billing arrangements. Responsive. Please contact Ryan Howell at 303/957-3795 or ryan@bealberghowell.com. This is an advertisement.

MARKETING *continued from page 2*

anything at all. If you don't have patience or persistence, don't pursue marketing.

Don't wait. A new dentist should consider marketing for his/her practice as he/she would consider electricity or the office equipment as a necessary part of setting up shop. For the established practice experiencing that period of

non-growth, start marketing now. It's much more difficult to fix a bad or declining situation than to be proactive.

Marketing is so much more than advertising; it's almost everything the practice says and does that is shared with the community. In addition to traditional and non-traditional methods, marketing is making your practice a positive part of the community through

involvement and networking. Too many patients out there don't know you exist. Be visible. Be creative. And be successful.

Dr. Steven Rasner is an author, lecturer and dentist. He holds Mastership status with the Academy of General Dentistry and has authored two books, "The Protocol Book" and "The Art of Getting Paid."

Play Golf to Benefit Dental Charities! Friday, Aug. 1, 2008 • Arrowhead Golf Club

Foothills Commercial Builders has teamed up with the CDA again to organize a golf tournament benefiting the CDA Charity Fund. Play golf at the Robert Trent Jones Jr.-designed Arrowhead Golf Club in Littleton, Colo. This is a four-star rated course and voted one of the "Best Places to Play in Colorado" by *Golf Digest* magazine.

Register Today! Call your colleagues and register by contacting Diane Perkins at 303/755-5711 x301.

See the flyer inserted in this issue for more details.