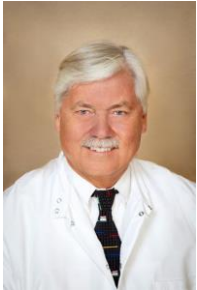




Membership Dinner & Continuing Education Meeting

- **Date:** September 19, 2017 - Please complete registration below
 - **Speaker:** William van Dyk, DDS, *Private Practice, Assistant Professor of Dental Practice at University of the Pacific, Arthur A. Dugoni School of Dentistry*
- Topic:** *You Can Improve Clinical Quality and Provide Exceptional Service:
A Practice Analysis That Helps the Whole Team Improve Everything*



SPEAKER: Dr. van Dyk is a full-time private practicing general dentist in San Pablo, CA. In addition, he serves as an associate professor at the University of the Pacific, Arthur A. Dugoni School of Dentistry (UOP) in the department of practice management since 1985. He graduated from UOP in 1973, served three years in the U.S. Army and purchased a practice in 1976. He has been speaking to dental audiences on various aspects of practice management. He was instrumental in the development of the ADA Success Seminar Series for dental school students, giving them real-world information on starting a dental practice. He served on the AA Council on Dental Practice for seven years, and is a member of the American College of Dentists and the International College of Dentists.

PRESENTATION: Dental practices always hope to provide quality care and plan to maintain high ethical standards, but the pressures of the marketplace make it difficult to practically achieve. Patients often find themselves at a disadvantage when deciding about a practice or a procedure. This presentation combines ways to help doctors and the whole dental team understand the importance of quality care for patients and ways to help them appreciate that care. Learning outcomes:

1. Understand the ways the whole team can improve the quality of care.
2. Learn simple ways to improve quality of care.
3. Gain insights into what exceptional service means to patients.
4. Have tools that each team member can use to communicate more effectively.
5. Understand clearly the value of exceptional service in practice.

COST: Member/Member Staff - \$55; Non-Member/Non-Member Staff - \$110
LOCATION: McInnis Park Club Restaurant, 350 Smith Ranch Road, San Rafael
BUFFET MENU: TBA
TIME: 5:30 pm – No Host Social Hour, Table Clinics (1 CE)
 6:30 pm – Welcome & Dinner; 7:00 pm – Presentation (2 CEs)

REGISTRATION

*Deadline 7 days prior to the event; after that time please add \$5 late fee
No Shows and Cancellations after the Deadline will not be refunded*

Please complete & fax (472.7894) or mail to MCDS (175 N. Redwood Dr., Ste 130, San Rafael 94903)

Member's Name/Title:	Member's Guest Name/Title:
Member's Guest Name/Title:	Member's Guest Name/Title:
<input type="checkbox"/> Check Enclosed <input type="checkbox"/> MC or <input type="checkbox"/> VISA CC #: _____	CC Billing Address Zip Code _____ CC Expiration Date: _____