The Phelps Institute helps doctors just like you get the training and develop the courage needed to overcome both clinical and business hurdles during the prime 20 years of your practice. Whether you are fairly new to practice ownership, trying to optimize your practice to be its most efficient, or getting ready to transition out of clinical practice, Dr. Phelps helps you overcome the hurdles that will stand in your way.
The Strategic Practice

- 4 workshops per year
- 12 one-hour coaching sessions via phone or Skype with Dr. Phelps
- 28 CE credits
- Course fee: $10,997
- 10x Guarantee (If you don’t increase your production and revenue by at least 10 times the tuition rate, there is a full money back guarantee.)

Course Description:

Whatever is measured increases. Whatever is measured and reported increases exponentially. Whatever is measured, reported and committed to in a public setting increases radically. That is the goal of The Strategic Practice. We take the average, every-day dentist and provide them an opportunity to step out of the chaos of their practice and once a quarter proactively think about their business.

The workshops take place four times per year in Charlotte, North Carolina. Participants will engage with Dr. Phelps and identify their key metrics, define the variables that make them move positively or negatively and then learn how to set achievable goals every quarter to ensure they move each key metric in a positive direction. Achieving the 1-5 targeted goals per quarter will guarantee an increase in practice revenue by at least 10x the cost of tuition.
OVERCOMING THE NEW PATIENT HURDLE

- 2 day workshop
- 14 CE credits
- Course tuition $2,397

Course Description:

This course will educate participants on an internal marketing system that utilizes 5 of the 6 Principles of Persuasion by Dr. Robert Cialdini. It will train dentists on the 7 pillars of external marketing and how to add grassroots marketing techniques such as a Membership Dental Savings Plan into the practice to attract better quality new patients.

This course is designed to identify specific hurdles preventing doctors from getting more new patients without spending more on marketing, and strategies to help overcome them. The course will provide tracking tools to help each practice hit any new patient number or goal they set for themselves. We offer this two-day workshop 2 times throughout the year.

GUIDE THEM TO “YES!”

- 2 day workshop
- 14 CE Credits
- Course Tuition: $2,397

Course Description:

Dr. Robert Cialdini's work, translated and applied to dentistry by Dr. Christopher Phelps DMD, CMCT combines science and practical experience into actionable steps, proven to ethically influence patient compliance by up to 200%. This two-day interactive program is tailored for dentists and their teams, their unique issues and challenges with patients, potential patients and team members. This course takes place 3 different times throughout the year.
BEGINNING IMPLANT PLACEMENT  
FOR THE GENERAL PRACTITIONER  

- 3 day course  
- 21 CE Credits  
- **Course Tuition:** $3,995  
- Each participant will place 1 implant in a live patient with the option of placing an additional 3 implants in a live patient  

**Course Description:**  
This course is for the dentist who is ready to overcome the hurdles keeping them from placing implants in their office. From the non-guided surgical training experience on live patients to having a chair side checklist of everything you need to make your placements run smooth and without complication. We'll cut through the fluff and confusion and teach you what you need to know for placing in the posterior area, anterior area and immediate traumatic extraction/placement. You'll know whether to punch or to flap and how to do either with ease. We'll practice all the restorative options, placement, grafting, extractions and more on our state of the art 3D printed jaw models. Plus, each participant will be able to place 1 implant in a live patient as part of their course tuition, as well as assist another dentist with their case. If you want more patient experiences during the course there is an opportunity there as well. Course will include marketing strategies to actively attract more implant patients and tap into the science of influence to set the stage for more people to say 'yes' to your implant treatment plans.
EVERYDAY GUIDED IMPLANT SURGERY FOR THE GENERAL PRACTITIONER

- 3 day course
- 21 CE Credits
- Course Tuition: $4,995
- 1-4 Implants Placed

Course Description:
Participants will learn a guided surgical implant technique with customized drills and surgical stents for implant placement. CBCT analysis and diagnosis will also be featured in this course. Participants will also gain an understanding of guided surgical software and how to properly plan guided implant cases. Each doctor will have a real patient jaw scanned and available for them to plan a real guided implant surgical case. These cases will be used to fabricate surgical stents for future course participants to utilize. As such, each participant will then place an implant in a live patient using a surgical guide created by one of the previous course participants. The course will also include marketing strategies to attract more guided implant cases, and the science of influence to set the stage for more patients to say 'yes' to guided implant surgery.

OVERCOMING HURDLES IN EDENTULOUS IMPLANT THERAPY

- 3 day course
- 21 CE Credits
- Course Tuition: $6,995
- Participants will place 4-6 implants in an edentulous arch
- Participants will assist another doctor in their placement of 4-6 implants in an edentulous arch

Course Description:
This course will help identify hurdles preventing Edentulous Implant Therapy for the General Practitioner. It will teach dentists how to overcome the hurdles in order to provide these valuable services to their patients and be a revenue builder for their practice.
In addition, the course will cover how to handle edentulous cases both in guided surgery format as well as free-hand surgical format. The course will cover various restorative options such as the all Zirconia bridge over dental implants, the hybrid denture and the Your Choice Denture as well as the traditional snap on/locator denture. In addition, participants will learn the 24-hour denture makeover using scanning technology to fabricate a new set of dentures for patients with CAD-CAM milling techniques within 24 hours. This course will also include marketing strategies for more edentulous implant cases, and the science of influence to set the stage for more patients to say 'yes' to edentulous implant therapy.

ADVANCED IMPLANT PLACEMENT FOR THE GENERAL PRACTITIONER

- 3 day course
- 21 CE Credits
- Course Tuition: $4,995
- Each participant will place 1 implant in a live patient with the opportunity to place up to 4

Course Description:

This course will teach advanced surgical techniques to take the participant from placing 20 implants per year to placing over 100 implants per year. This course will prepare the attendees to place at least one implant, safely and predictably every single day.

Course topics will include:

- Anterior Placement
- Immediate extraction
- Immediate replacements
- Internal sinus lifts with implant placement
- Techniques for overcoming the hurdles of placing implants in narrow ridges
This course will also include marketing strategies for more advanced implant cases, and the science of influence to set the stage for more patients to say 'yes' to advanced implant placement therapy.

**ADDITIONAL RESOURCES FOR THE PHELPS INSTITUTE**

- Private DentalTown chat room for course participants to actively engage with each other and keep the conversation going from all areas of practice, both clinical and business
- Private Facebook groups dedicated to previous course participants, one for business and one for clinical content
- Private Facebook group for potential participants
- Access to a Dr. Phelps Helps podcast series as a continuation of the course content and as a lead generation technique for future course participants as well

**Facilities:**

Lectures will be held in a nearby hotel conference room, and the hands on portion of the clinical courses will be performed in the conference rooms utilizing True Jaw, a 3-D printed model. These models developed by Dr. Stephen L. Buchanan replicate the look and feel of teeth, soft tissue, sinus membranes as well as cortical and cancellous bone. It far surpasses any model for the use of hands on techniques currently used on the market today, and is on par with the experience of using cadaver heads. The surgical day of the clinical components will be held at Dr. Phelps’ office, Carolinas Dental Center in Matthews, which has 8 operatories. If needed Dr. Phelps has permission to use a periodontal office next door which has an additional 5 operatories. Based on the facility numbers for clinical courses and live patient experiences each of the 4 courses can hold 32 course participants plus an additional 20 if the periodontal office next door is reserved. The facilities provide enough room for up to 52 course participants.