

E.D.A. Dental News

the building blocks needed for a quality dental assisting education



Eastex Dental Academy

Got Certifications?

If you are a Dental Assistant with at least 2 yrs experience you should take advantage of the new certifications Texas now offers. You can now get your:

Coronal Polishing Certification and Sealant Certification.

THAT'S GREAT NEWS!!!!!!

More great News —

You can get those certifications right in your own back yard! Yep! Longview's very own Dental Assisting Training Academy now offers these at its McCann Rd location.

We also offer the N20 certification!

If you work in a N20 office—you must have this certification.

Call us for more info and to reserve your seat(s) for certs today!!!!

Open House & Job Fair 7/31/10

Mark your calendars for Eastex Dental Academy's Open House and Job Fair!

We have our own facility for the first time in the schools history and we are so proud of this that we are inviting all of the East Texas Dental Community to come get to know us and see what we have to offer! We want to show everyone in East Texas how great our Dental Assisting program is and introduce our current students, alumni students, instructors and Director to you.

Richard Lyschik DDS, FAGD is our guest speaker for the event. He will be available to discuss the options available to help: "Bring Your Practice to the NEXT Level". (read his article on page 2 of this issue). Stop by our Academy and find out what we have to offer the dental community and what we are planning in the months ahead!

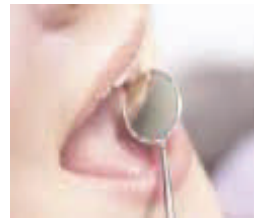
Give us the chance to get to know each other so we can begin to form strong business relationships together as we help one another become all we want to be and more!!!!

With the East Texas Dental Community, EDA and Dr Lyschik — It's a WIN WIN WIN!!!!

So come by and talk with Dr Lyschik. Sign up for the certification classes. Tour our facility, and even find a new staff member! Hours are from: 10am—6pm Saturday July 31st.

Door prizes and refreshments will be served.

Don't miss out on the best kept secret in East Texas that's not going to be a secret any more!!!!



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Special points of interest:

- *Certification Courses now being offered to current RDA's*
- *Open House/Job Fair*
- *Expanded Dental Assisting Classes in Longview*
- *Bringing your practice to the next level*
- *Alumni Successes*
- *Become an externship site*
- *Donations anyone?*

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What does EDA offer to the Dental Community?

We offer a 20 week/5 month/300 hour Expanded Dental Assisting training program to those who want to get into the dental field. **Our focus is on 90-95% hands-on training** in a real dental environment using real dental materials and

equipment as well as preparing our students to become accustomed to and acclimated to what will be expected of them on a daily basis in any dental office. We follow the same rules and guidelines as any dental practice to assure our stu-

dents get the best training and education so they will be an asset to any dental practice as a valued team member. You will be very pleased with the caliber of our graduates.

BRINGING YOUR PRACTICE TO THE NEXT LEVEL

More dentists surveyed by the ADA in the First Quarter of 2010 reported a stable or higher income than in the Last Quarter of 2009. 19 percent reported that appointment books were fuller, and 21 percent reported seeing more new patients. The news is generally positive. Are you cautiously optimistic? Or are you just waiting to see what the future brings to your practice without doing something about it yourself? Why not take a different approach; be pro-active! There are "TONS" of things you can do to improve your practice:

T: TEAM: Is the practice a zoo at times? Who "puts out the fires"? Who starts them? Do you have a "Million Dollar Team" or not? No, that is not the combined total of their salaries, but the production they can easily help your office generate if they are very well-trained, professional, and goal-oriented.

O: OPERATIONS: The average dental office is only operating at 40% of its potential because the dentist is "too busy" in the back. "Being busy" and "being productive" are not the same thing! Then there is Time Management. Did you know there are Doctor-Hours, Patient-Hours, and Staff-Hours that need to be considered when running a dental office? How well do you keep those concepts separated to maximize your efficiency? Creative scheduling can make for a further efficient and more productive business model. Is there an Operations Manual? Are there Job Descriptions? Is your office running at its peak efficiency? How would you know?

N: NUMBERS: What are the goals for the week, for the month, for the year ... for the future? You have just finished half of 2010. Multiply your Production and Collections number by 2. Will you exceed last year's annual numbers? You should! We have seen continuous practice growth in one solo den-

tist's office for the last 11 years. No effects of 911 or "Wall Street meltdown" are apparent in that office. That solo office is no different than yours. It is Fee for Service; has long-term staff, two hygienists, and one dentist ... and is in a rural setting! Why does this dentist and so many others we work with continue to defy the odds? Because that dentist has been taught to know his numbers. Do you read your practice reports at the end of the month? How many new patients are coming in the door? Is your average annual production per patient close to \$700? Have you ever looked at your list of Incomplete Treatment plans? Last month, over one million dollars was discovered in Incomplete Treatment plans in a Duncanville practice that this AFTCO Office had for sale. When this was discovered, the Buyer, without hesitation, offered full price for the practice! The Seller left a lot of dentistry behind for the new Buyer. Doctor, don't let your numbers get away from you!

Do you recognize some of these issues might apply to your practice? How do you get help to solve the problems, and how do you get answers to some of the tough questions? Is there anyone you can turn to and trust enough to point you and your "baby" in the right direction? How do you improve your practice's TEAM, OPERATIONS, and NUMBERS to get a TON of rewards? Most importantly, how do you make the positive changes last permanently?

The Eastex Dental Academy Job Fair and Open House at the end of this month will have the Practice Staffing, Transition, and Management experts with the answers you need all together at one great event. This Premier Dallas AFTCO Office and staff are honored to be a participant in this one-of-a-kind experience for the dental community of East Texas. We will be avail-

able to answer your questions without hesitation. Come and challenge us! We know that we will be able to offer you a solution for every problem or situation you pose ... and surely recognize what you are doing right too! If you think you are already doing everything the right way, then get that second opinion to see if you are on track! (Your numbers for this year will give you the first clue.) But more importantly, visit with us so that you can sign up for two exceptional offers - A no obligation FREE Practice Appraisal, and for the first time ever to be offered at no charge, a comprehensive In Office Diagnosis of all of your operating systems. Know what your practice is worth, and see how it "stacks up" to other dental practices.

Visit with AFTCO as we help to host the Eastex Dental Academy Open House on July 31.

Richard V. Lyschik, DDS, FAGD
SENIOR AFTCO TRANSITION ANALYST

Ph: 214-893-0410



TEAM AFTCO

Some of our Alumni Successes:

Courtney Lewis—RDA Marshall, TX
 Candice Witt—RDA Marshall, TX
 Becky Clark—RDA Kilgore, TX
 Alisha Parrish—RDA Longview, TX
 Michele Hughes—RDA Longview, TX
 Sundra Samples—RDA Longview, TX
 D'Marcus Hardison—RDA
 Rachel Boyd—RDA Longview, TX
 Jamie Arledge—RDA Longview, TX

Congratulations to these students and the dental offices who hired them!!!



We always have graduates in need of dental assisting positions! Check out all the talent we have to offer and hire your next team member from our pool of eager and excited new RDA's of East Texas. Most if not all of our graduates have been working in a dental office since graduation or have been temping or going on working interviews. Some have still gone on externships just for the experience and training.

If your office has an opening available you can't go wrong by choosing to work with our dental assisting grads! They have their: RDA, CPR, HBV, TB test, and are expanded function dental assistants. They are ready to "hit the ground running".

Our graduates earn \$12.00 an hour for working interviews and temp assignments.

Dental offices that hire our students are notorious for coming back for more when they are in need of staff.

Dental professionals have been sending students our way for years, as well as students and graduates of the academy.

We are that good!

That says a lot! Referrals are the best of the best!!!!

We know what dental offices want when they are considering hiring a new grad.

They want one that had hands-on training. We know what it takes and what sort of training and skills are necessary to become successful as a dental assistant.

That's what our students get! Hands-on Skills for Success!

The Benefits of Becoming an Externship Site

FREE HELP! That's the best benefit I know of for being an externship site. Why not take advantage of our students by having them work in your office as a back-up assistant, sterilization assistant, or even help the hygiene department? Nothing to lose and A LOT to gain. You may even find out you want one of our externs as a permanent employee like the office that hired Jamie Arledge. Our students have hands-on training, but need to experience

"FREE HELP! That's the best benefit I know of for being an externship site".

what its 'REALLY' like in a dental office on a daily basis. Our students are ready to extern once they complete the first 10 weeks of the assisting program. At this point their already trained in:

dental terminology, charting, treatment planning, patient charts, patient comforts, vitals, dental RX's, X-Rays, instruments, jurisprudence, CPR, sterilization, disinfection, opening and closing duties, tray set-ups, suctioning and retraction, chairside skills, 4 handed dentistry.

Help us by helping yourself.

Sign up to become an externship site. You won't regret it!

Donations Anyone?

We aren't afraid to ask for a hand-out!!!

We aren't asking for your money. We want what you don't want anymore. You know the dental materials you got all excited about to find out they weren't what you were thinking? So now it's taking up space and collecting dust. Well give it new life and give it to us! We love your un-wanted dental materials, instruments, supplies and equipment for impressions, composites, amalgams, oral surgery, in office whit-

ening, lab, RCT, x-ray, sterilization, tray set-ups, instruments. We would love to take it off your shelf or floor, out of your office and into our school.

At this time we are in need of the following: dental instruments—all types, amalgamator, curing light, lathe, whitening light, tubs and trays, tray holder, extracted teeth, RCT materials. The Academy and the Students will love you for it!!!! It's a write-off too!!!!!!





**Eastex
Dental
Academy**

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**We are on the web
eastexdentalacademy
.com**

AFTCO
“When Success Matters, Experience Counts”

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Dental Staffing of East Texas

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Need CPR Renewal????
Terrie @ Eastex Dental Academy
teaches the hands-on portion of the
PRO-CPR on-line course
DANB & TSBDE
approved!
972-672-6219 or 903-934-4627

EDA Staff:

<i>Terrie Jarvis</i>	<i>Director</i>
<i>Shane Clark</i>	<i>Instructor/Representative</i>
<i>Patricia Kelly</i>	<i>Instructor/Representative</i>
<i>Jeannie Johnson</i>	<i>Instructor</i>
<i>Tiffany Neill</i>	<i>Evening Instructor</i>
<i>Robin Rigsby</i>	<i>Evening Instructor</i>
<i>Rachel Boyd</i>	<i>Directors Assistant/Representative</i>
<i>Betty Herndon</i>	<i>Accounts Payable/Payroll</i>
<i>Barbara Kailey</i>	<i>Accountant</i>
<i>James Shackelford</i>	<i>Photographer</i>

*the building blocks needed for a quality
dental assisting education*

**Professional Photography
Business and Personal**

For more information and quotes call James Shackelford at:
682-433-1963

Official photographer for Eastex Dental Academy

**James Shackelfords ebay
leather goods store**

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cases, saddles,

whatever you want custom made and tooled in leather!

I will be at the EDA open house

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professionals*

GET IT DONE...DO IT RIGHT!
See us at the open house!