

The Academy By Ash
3-DAY COURSE WITH DR ASH PARMAR
Live Smile Makeover & so much more!

In 2020, the Coronavirus pandemic brought the world to its knees. The knock on effect on dentistry in the UK is huge.

It is time to reflect, plan, and prepare to recreate a thriving business and focus more on private dentistry.

There are many questions that may be on dentists' minds:

- 1) How do I turn a “surviving business” to become a “thriving business”?
- 2) Will I have the right patients to do cosmetic dentistry, and will they be able to afford it?
- 3) There are so many courses available, with online webinars and YouTube. Is “face to face” learning the best option?
- 4) How will the world of cosmetic dentistry change after Covid-19?
- 5) What will be the demand for life changing “want dentistry” including porcelain veneers and implants, compared to “need dentistry” e.g. fillings, extractions and general dentistry?
- 6) When is the best time to take the next step and learn new material?

For solutions to the above and much more, please join Ash Parmar on 16-18 October 2020 on his unique and inspirational 3-day Course with Manish Chitnis at his practice in Andover.

Key areas of learning

Communication, ethical selling and marketing – 3 fundamental topics for growth in private dentistry.

Improve your verbal skills and confidence by talking more about private dentistry – patients *will* want to improve their dental health and smiles, and *will have money* to spend or take out a finance plan to make payments affordable.

Roleplays – real live interview and presentation techniques...achieve 90% case acceptance.

Photography training – the ability to understand important camera settings to take excellent photographs consistently and easily is vital in cosmetic dentistry. Live demonstration & lecture.

A-Z of Cosmetic Dentistry...learn about the scope of cosmetic, restorative and implant dentistry practiced by Ash in his private, referral practice on a daily basis.

Watch Ash treat a patient live as he prepares, reviews and fits 8-10 upper Emax porcelain restorations in 3 days...100's of clinical tips.

Practice veneer preparations on a model (hands on) – you will have the opportunity to prepare veneers on a model using the best techniques and burs.

Positive mindset – Ash will share concepts and ideas for increased confidence and personal development.

Occlusion – tips galore so that you can do more comprehensive and cosmetic cases in your practice.

Treatment Planning – review of many clinical cases, and submit cases you need help with. Develop the “aesthetic eye” and understand what Ash sees...

Digital dentistry – learn about the world of Digital Smile Design to help you plan cosmetic cases accurately.

Effective communication in cosmetic dentistry – learn how to do great mock ups quickly, and also how to do an indirect “trial smile” with a putty index from wax ups or a digitally designed model.

TESTIMONIAL

“I consider this course as a life changing experience. There were a lot of “WOW” moments and I also felt emotional watching the transformation the patients experienced in Ash’s presentations. Ash is not only one of the top dentists in cosmetic dentistry in the UK, but also a wonderful human being. He is genuinely interested in improving his patients’ smiles and lives and he has no limits in sharing everything he knows, good and bad experiences. Ash also has this gift to inspire and to encourage everyone telling us we can do it. Words are not enough to describe the level of excellence!” Georgina Mirica – Dentist

What is the most effective way of learning in dentistry?

There are many courses available in dentistry including online learning such as webinars and YouTube.

So, what is the best way to learn, remember and apply new skills to have a permanently positive impact in your career?

Edgar Dale’s Cone of Experience is a model that incorporates several theories related to learning processes. During the 1960s, Edgar Dale theorized that learners retain more information by what they “do” as opposed to what is “heard”, “read” or “observed”. His research led to the development of the Cone of Experience. Today, this “learning by doing” has become known as “experiential learning” or “action learning”.

Cone of Learning (Edgar Dale)



Let’s look at this in more detail. Imagine you were not familiar with animals and I wrote down the word “horse”. You would read this word and try and imagine what a horse is. Contrast this to being in a stable at dawn surrounded by nature and you are standing next to a horse. You will feel and hear its breathing, you will appreciate the beauty of this animal and you will have a far better understanding of what “horse” means. And what if you saddled up and actually went for a ride in the fields on the same horse – another totally different experience! **Which of these would have a lasting and memorable impact on you?**

So experiential learning is all about seeing, handling, touching, feeling (and tasting and smelling if appropriate).

Back to learning in dentistry. You might buy a book and **read** about **porcelain veneers** for example. It is said you may remember 10% of what you read.

You may **hear** about how to do veneers - you will remember 20% of what you learn.

You may **see** some pictures of veneer techniques - this time you will remember 30% of what you learn.

What if you find a good YouTube video or see a masterclass demonstration; as you **see and hear** about veneers - you may retain 50% of the information shared.

You could receive information as above, and **participate in a discussion** or give a presentation yourself - you will retain 70% of the information.

Imagine you are part of a Smile Makeover being shown live on a big screen, with step-by-step instructions and teaching using the best materials, equipment and technology. This interactive learning includes watching a **soft tissue laser being used** for gingival contouring, taking of a **Kois facebow** record, and **T Scan software** to get the best end result in terms of occlusion. These experiences will truly provide a foundation of permanent learning with **emotionally rewarding experiences** that will motivate you to practise and learn throughout your life. You are now at the base of Edgar's Cone of Experience and **you will retain 90% of what you learn!**

This is what is so special about Ash Parmar's unique Smile Makeover, Restorative & Occlusion course – the Hands On **learning experience with a live patient**.

This is supported by **informative lectures** and **scientific evidence** presented by an experienced and inspirational dentist.

A great teacher has the ability to make a **complex subject like occlusion easy to understand**.

You will be personally mentored and coached by Ash with **ongoing help, support and guidance**.

TESTIMONIAL

"This course has been an eye opener for me to the "World of Cosmetic Dentistry." I have learnt to think beyond the NHS box and offer more options to my patients, the confidence for which I did not have before. I took up the course because Manish recommended it, but the inspiration and confidence I have got from it are unbelievable. The course has opened up an entire realm of dentistry, which I desire to improve upon."

Priya Prathaban - Dentist

Aims & Objectives

The aims of this unique and inspirational 3-day Course are: -

- Dentists to get a clear theoretical and practical insight regarding comprehensive dentistry, i.e. Smile Makeovers.
- Understand the best materials, instruments and equipment needed to deliver the optimum results for your patients.
- Photography in cosmetic dentistry.
- The A-Z of cosmetic dentistry in private practice.
- Observe the use of modern technology like the Trios digital scanner, soft tissue laser, and T Scan to achieve ideal outcomes for patients.
- Learn communication skills, ethical selling concepts and verbal skills for increased case acceptance.
- Treatment planning – review of many clinical cases to improve your knowledge and confidence in this area.
- Interactive lectures, discussions and hands-on sessions for the best learning experience.

Development Outcomes

This 3-day CPD Course meets all four of the GDC's development outcomes A, B, C and D.

Course Details

VENUE: Dental Concepts, Unit 1B, 132 Weyhill Road, Andover, SP10 3BE

DATES: 15-17 October 2021

CPD: 20.5 hours verifiable CPD points

COURSE FEE: £995+VAT for dentists (and £895+VAT for dental students)

TO BOOK: Call Aditee at Dental Concepts on 07885 428887, or click on the link <https://bit.ly/ashparmar-course-2021> to book

RECOMMENDED NEARBY HOTEL: Premier Inn Andover, West Portway Industrial Estate, Joule Road, Andover, SP10 3UX (Tel 0333 7773664)

Quality Assurance

As part of the GDC's requirements related to CPD, it is advised that dentists do their due diligence in choosing CPD training courses that are relevant, and of high quality.

Over many years, Ash has learnt from some of the best dentists and dental business coaches in the world. **Now you can fast track your own learning in only three days!**

His CV showing the courses and training he has undertaken is available on his website at www.theacademybyash.co.uk/about-ash.

***The* course to learn about porcelain restorations, occlusion, improved communication and treatment planning.**