

The Academy By Ash
EIGHT DAY HANDS-ON COURSE

**THE ULTIMATE HANDS-ON COSMETIC DENTISTRY,
ADVANCED RESTORATIVE & OCCLUSION COURSE**

“Tell me and I forget. Teach me and I remember. Involve me and I learn.” Benjamin Franklin

“From an early age, it was my ambition to become a dentist. As a child I was hard working and always strived for perfection. Although my life was relatively humble, I was surrounded by a loving family who respected my ambition, always supporting and encouraging me. After qualifying from Guy’s Hospital, with determination and absolute focus, I selected the best dentists and business coaches internationally to improve my own skills. This detailed study took place over two decades...

Today, my wife Jyoti and I own a successful private dental practice called Smile Design By Ash (www.smiledesignbyash.co.uk). This is a spa-like, unique and technologically advanced dental practice offering the finest dental care. Many dentists refer to us because of my experience and knowledge.

I also enjoy teaching and mentoring dentists. My courses are designed to support dentists at various levels of their career, whether they are a Foundation Dentist, Associate or Principal. I offer training in improving the power of communication, establishing a successful business infrastructure, improving clinical skills, and unravelling the complex subject of occlusion. I help dentists grow in private dentistry, and teach many other subjects including dental photography, minimally invasive cosmetic dentistry and effective marketing strategies to attract the new patients that you want. Welcome to the Academy By Ash.” *Ash Parmar*

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

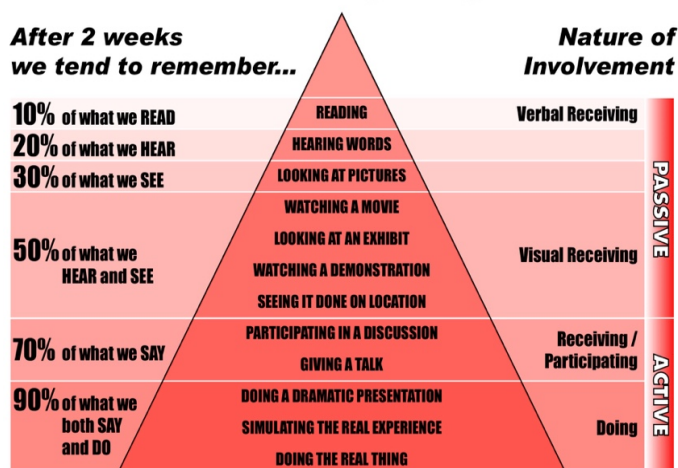
- 1) How do I create a **thriving and profitable private practice**, predictably?
- 2) Will I be able to **attract the right patients** to do cosmetic dentistry, and will they be able to afford it?
- 3) There are so many courses available, with online webinars and YouTube. **Is “face to face” learning the best option?**
- 4) How can I increase **providing life changing “want dentistry”** including porcelain veneers and implants, compared to “need dentistry” e.g. fillings, extractions and general dentistry?
- 5) **When** is the best time to take the next step and do a course like the 8-Day programme with Ash?

What is the most effective way of learning in dentistry?

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

Now, imagine yourself doing a Smile Makeover (upper arch 8-10 units) on an actual patient, i.e. ideal teeth preparations, using a laser to do artistic gum recontouring, taking all the records for the laboratory and then creating a beautiful “trial smile” - the best temporaries you have probably ever made. Imagine if you had access to the best equipment, materials and technology to treat your patient. What about taking a digital scan using Trios to analyse your preparations in 3D? How would you feel fitting 8-10 porcelain restorations under rubber dam in a precise and controlled manner? How about using the best occlusion software in the world (T Scan) to

predictably check the occlusion of your case? All this with the reassurance and comfort of the personal “over the shoulder” teaching that Ash is well known for.

These experiences will truly provide a foundation of permanent learning with **emotionally rewarding experiences** that will motivate you to continue doing Smile Makeovers and bigger wear cases in your practice throughout your life. The **sense of personal achievement** in doing your case will be something you will never forget for the rest of your career.

You are now truly at the base of Edgar’s Cone of Experience and **you will retain 90% of what you learn!**

Key areas of learning on Ash’s 8-Day Course

Vision, Goal Setting, Leadership, Team Building and the Fundamentals of Creating a Successful Private Practice – important subject areas to create a thriving practice.

Communication, personality types & the art of ethical selling – detailed coaching on how to use high integrity, non-pressurised techniques to achieve 90% case acceptance!

The Ultimate New Patient Experience – the optimum new patient journey beginning with interaction with the Treatment Coordinator

Roleplays (real live interview and presentation techniques) – Understand how ideal new patient phone calls should happen and learn how to present cases effectively using PowerPoint.

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

The comprehensive dental assessment – Ash’s signature 2-hour initial dental assessment for Smile Makeovers and complex dental cases. *This is the best of all knowledge that he shares.*

Practical demonstrations – master the technique of taking perfect silicone impressions, accurate bite registrations in CO and CR, making an NTI deprogramming device, taking Denar and Kois face bow records and a “stick bite” record. Also learn how to do mock ups really well and quickly.

Full lecture series on Smile Makeover techniques – Smile Analysis, preparation techniques, creating beautiful trial smiles, effective laboratory communication and cementation. Learn step-by-step from beautiful, clearly illustrated presentations, supported by scientific evidence.

Smile Questionnaires – grow your cosmetic practice by 20% with this strategy alone.

Clinical tips galore – lots of small clinical tips that you simply won’t find in textbooks – golden nuggets from Ash’s experience.

Occlusion – Ash will spend a whole day unravelling the mystery of occlusion and cover topics including the temporomandibular joints, facial muscles, articulators, face bows, and treatment in centric occlusion vs centric relation. He will also share, step-by-step, how to manage a full mouth wear case when you open up the vertical dimension.

Fibre dentistry – a subject that Ash is passionate about...composites and fibres. Open up a world of new possible solutions for your patients. Cost effective treatments with no laboratory fees.

Lasers – Explore the many uses of a soft tissue and hard tissue laser in clinical dentistry.

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

Treat a patient that you bring from your practice – prepare, review and fit 8-10 upper Emax porcelain restorations - a wealth of learning and interaction that cannot be achieved by working on a mannequin and models.

Marketing – the most powerful and successful ways of attracting the ideal patients for the type of work you want to do.

What is Important in Life? – Ash’s final and most impactful lecture of the 8 days. Inspirational in so many ways...

TESTIMONIAL

“...Ash gave me the opportunity to have a unique experience not only from a clinical point of view, but regarding the whole ethos of dentistry and the work/life balance...It has been, without a doubt, the best learning experience of my entire life. Life changing and totally inspirational.”

Melanie Edwards, Principal Dentist

This is what is so special about Ash Parmar’s unique 8-Day Hands-On Aesthetic, Restorative & Occlusion course – the **hands-on learning experience with a live patient**.

Supported by **detailed & informative lectures** and **scientific evidence** presented by an experienced and inspirational dentist.

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

TESTIMONIAL

“Occlusion is a complicated, fascinating subject and I believe that Ash’s methods are very simple and very easy to understand. Ash delivers his speeches in an uncomplicated manner...His courses are amazing and I would recommend them to anyone.”

Nash Patel, Principal Dentist

(Nash was so impressed with Ash and his courses, that he made ten of his Associates do the 8-Day Course!)

Aims & Objectives

The aims of this unique and inspirational 8-day Course are: -

- Developing a vision, with new goals and leadership skills. Developing and motivating your team. Learning The Art of Communication & Ethical Selling.
- How to create a “WOW” new patient experience.
- Carrying out a comprehensive dental assessment for accurate diagnoses & ideal treatment planning. This will allow the dentist to offer the optimum treatment plan for the patient’s desires and budget.
- Smile Makeover techniques taught via lectures, practical demonstrations and dentists treating a patient they bring from their own practice.
- Occlusion principles and how to treat wear cases.
- Lasers and fibre/composite dentistry.
- Treatment planning – up to six cases will be discussed in detail (the patients that are having their treatment on the course).
- Dental photography – lectures, practical sessions and demonstrations.
- Understand the best materials, instruments and equipment needed to deliver the optimum results for your patients.
- Use of modern technology like the Trios digital scanner, soft tissue laser, and T Scan (www.tekscan.com).
- Marketing – attracting the right patients for your practice.
- What is important – how to create a balanced and purposeful life within and outside of dentistry.

TESTIMONIAL

“I have known Ash as a friend and colleague for 20 years. He is a superb, caring clinician who delivers excellent dentistry. Not only does he have the patients’ total interest at heart, Ash has this overwhelming urge to share his skill and talents with his fellow professionals. He is recognised as both a teacher and mentor to so many dentists. His understanding of the patients’ requirements is brilliant.”

Rob Storrar, Master Ceramic Technician (Amdecc)

Development Outcomes

This 8-day CPD Course meets all four of the GDC’s development outcomes A, B, C and D.

2020 Course Details

VENUE

Smile Design By Ash, 6 Chigwell Rise, Chigwell, Essex, IG7 6AB

DATES

12 & 13 November 2020

3 & 4 December 2020

25 & 26 February 2021

18 & 19 March 2021

CPD: 64 hours verifiable CPD points.

COURSE FEE: £5950 + Lab Fees (Hands On) or £3950 (Observer). £500 deposit is required to book on as a participant.

BONUS: **FREE 2-day Composite Course** in Leuven, Belgium (all expenses paid)...worth £595.

TO BOOK: Call Louise on **020 85000544** or **message Ash on his mobile 07971 291180** (WhatsApp is best).

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 eight days!**

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

Benefits of doing this 8-Day Course

By bringing your own patient to the Course, **you keep the income for charging for the 8-10 units** of treatment – this can pay for most of the course fee!

Learn the most **valuable nuggets** from all the courses that Ash has attended in this comprehensive, succinct and dynamic course.

The training will **save you valuable time and financial resources** for a fast-track career progress.

Feel **confident** to treat medium/complex aesthetic and restorative cases.

Become **successful as a private dentist**.

Enjoy an **enhanced work/life balance** from a more profitable practice.

For more information, testimonials from many dentists who have benefited from Ash's courses, cases treated on previous courses, **FREE clinical videos** & articles visit

www.theacademybyash.co.uk

Also, follow Ash on **Instagram** for many clinical tips and inspirational posts & stories

@ashparrmardentist

“The mediocre teacher tells. The good teacher explains. The superior teacher demonstrates. The great teacher inspires.” *William A. Ward*

Academy By Ash - leading porcelain veneers education in the UK.