



*Sowell*

A E S T H E T I C  
D E N T I S T R Y  
C E N T R E



## Practicing Excellence!

The staff and I attended "The Practice of Excellence", a two day lecture by Dr. Frank Spear in Scottsdale, Arizona at the Scottsdale Center for Dentistry where I teach. This course was to help staff understand why the doctors who want to practice clinical excellence take all the extra steps, time and costs to practice in the way we do. Staff member see how clinical dentistry is practiced in other practices with half the time, effort and materials. This course explains the benefits to patients- consistency of quality and longevity so that they can value what we do and be proud of our endless pursuit of clinical excellence. Dr. Spear is an excellent speaker and the staff really enjoyed his real life presentation. The weather was great- our lunch breaks where in 70 degree weather, and the course was right after our big ice storm in February. We left on Thursday night and got back late Saturday night, but everyone was energized from the program. All of us want to continuously strive to have "The Practice of Excellence", as it is a daily frame of mind, you can never just stay the same, you are always either improving or declining.

Overall, it was a fabulous course and we had a great time! We look forward to attending another course in the Fall 2011.

Our Special for the month of March is on Sonicare Toothbrushes. **This month we are offering Sonicare Toothbrushes with a sanitizer for \$100.00.** The Sanitizer is a great add on that helps keep your brush heads last longer in between cleanings and sickness. These make great gifts for anyone, from teenagers to Grandparents.

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Cosmetic Dentistry  
General & Resorative  
Implant Dentistry

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