

University of the Pacific Arthur A. Dugoni School of Dentistry
125th Alumni Association Annual Meeting – 2024 Alumni Weekend
Including The 38th Frederick T. West Orthodontics Lectureship
Including The Inaugural Alan H. Gluskin Endodontics Symposium
The Fairmont Hotel, San Francisco

William A. van Dyk, DDS '73

Friday, February 9, 2024

8:30 am – 10:00 am – 1.5 CE units

Subject Area: Business Management

Title: "Use Your Clinical Quality to Expand your Customer Service"

Course Description:

When patients see and feel your clinical quality of care, you build trust, and they promote your practice to their family and friends. The problem is that it's hard for patients to see quality unless the practice spells it out for them with everything they do. This program will help everyone to see what it takes to make quality visible.

Objectives:

- 1) Look at dental procedures from the patient's point of view.
 - 2) Identify how each member of the team communicates quality.
 - 3) Learn the secrets of great communication.
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Friday, February 9, 2024

10:30 am – 12:00 pm – 1.5 CE units

Title: "Start Right with your New Practice to Guarantee Success"

Course Description:

Every step, every decision that a dentist makes as he/she begins to build a dental practice can mean success or frustration. There are some basic good decisions beginning with the decision to purchase a practice, to the set-up of the facility, to the develop a powerful and efficient team, to the measure of practice numbers that each dentist can address and manage for a successful result. Many decisions made early and positively can minimize the stress and anxiety of running a dental business. This program helps the dentist to make the right choices.

Objectives:

- 1) Learn the personal key decisions that will help identify the best practice opportunities.
- 2) Identify decisions that will lower stress and maintain control of the practice.
- 3) Identify important parts of a dental facility that project success and improve efficiency.
- 4) Understand the importance of building and maintaining a powerful team in practice success.

Short Bio:

Dr. William A. van Dyk has been speaking to dental audiences since 1985. Initially as part of the ADA Success Seminar team he brought practice management programs to junior and senior dental students in nearly half the dental schools in the country. As a follow-up to Success he helped develop the Advantage Program, which has been offered to new dentists to help transition them into dental practice ownership. With years of experience in practice management as a faculty member at the Dugoni School of Dentistry and owner of a successful practice he can give the dentists and team members the tools they need to build success. Reaching beyond the dental office Dr. van Dyk brings information from a variety of businesses to the practice of dentistry. Overall, his unusual style entertains while providing useful knowledge that can be bought right back to the office.