

SESSION 1: The Business of Orthodontics (4 DAY COURSE)

- I. National Orthodontic Practice Statistics
 - a. JCO
 - b. OBSC
- II. An Integrated Systems Approach
 - a. Organization
 - i. Practice Organizational Chart
 - ii. Team Organizational Charts
 - 1. Clinical Team
 - 2. Administrative Team
 - 3. Marketing Team
 - 4. Financial Team
 - b. Systems
 - i. Management Systems
 - ii. Employment System
 - iii. Training System
 - iv. Scheduling System
 - v. Marketing System
 - vi. Enrolling System
 - vii. Diagnostic System
 - viii. Clinical System
 - ix. Communication System
 - x. Financial System
- III. The 17 Critical Factors of an Orthodontic Practice
- IV. Benchmarking –Who (what orthodontist) is best at each system
- V. Prioritizing System Connections (Improvements)
 - a. The Pareto Principle
 - b. Charts, graphs, reports
 - c. Making needed changes
- VI. Strategic Planning
 - a. Where you are
 - b. What are your specific problems/concerns?
 - c. Budgeting
 - d. The Practice Plan
- VII. Important Practice Monitors
 - a. Daily Monitors (12 items)
 - b. Assistant Report
 - c. Broken Bracket Report
- VIII. Staffing the Practice
 - a. Hiring System
 - b. Training the Staff
 - i. Each staff position
 - ii. How to know what they know
 - c. Communications
 - d. Performance Reviews
 - e. If It Doesn't Work Out

SESSION 2: Clinical Systems (4 DAYS)

- I. Basic Clinical Philosophy
 - a. The Various Bracket Systems (Brief Review)
 - b. Tooth Movement Basics
 - i. Force Systems
 - ii. Friction and It's True Meaning
 - iii. Binding
 - iv. Torque
 - c. Torque in Face vs. Torque in Base
 - d. Filling the Slot...Or Not
 - II. Diagnosis and Treatment Planning
 - a. Complete Clinical Examination
 - b. Required Diagnostic Records – the importance of CBCT
 - c. Diagnostic Records Review
 - d. Post Records Consultation
 - III. The Bracket of Choice
 - a. Conventional vs. Self-Ligation
 - b. Passive or Active
 - IV. The Roncone PDS Philosophy
 - a. Six Steps to Success
 - i. Achieving full muscle relaxation of head, neck and face. This is absolutely essential. It is not in any way related to the use of pulse machines or electromyography. It is relatively simple to achieve.
 - ii. Superb diagnosis using a checklist method and attention to the “Diagnostic Dozen”.
 - iii. The PDS Prescription using self-ligating brackets for maximum efficiency only.
 - iv. Precise bracket placement.
 - v. Two to three distinct stages of treatment. Knowing when you are finished greatly reduces relapse.
 - vi. Post-removal finishing for function and aesthetics.
 - b. The Wires
 - i. S.S. Niti, Beta Titanium
 - ii. Continuous arch
 - iii. Segmental arch
 - iv. Types of wires
 - c. Use of Auxiliaries
 - i. PDS Springs
 - ii. Anterior Turbos
 - iii. Elastics–when to use; when not to use
 - d. Bracket Placement
 - i. Direct vs. Indirect
 - ii. JSOP Jigs
 - iii. Step-by-Step Indirect Process
 - e. Archform
 - i. A single archform vs. variable archforms
 - ii. Faces and Function
 - f. The Stages of Treatment
 - i. A single archform vs. variable archforms
 - g. Finishing Functionally
 - i. Retainers
 - ii. Positioners
 - iii. C.R. – Does it exist? Is it important? Should we treat to it?
 - h. The Stability of the Orthodontic Result
 - i. Can stability be achieved?
 - ii. Twenty-Seven (27) Reasons for Relapse
- V. Phase I Treatment
 - a. Types
 - b. Disadvantages
 - c. Advantages
 - d. Cases
 - VI. Treatment of the Adolescent and Adult Dentition
 - a. Class I
 - b. Class II
 - c. Class III
 - d. Open bites
 - e. Deep bites
 - f. Extraction and non-extraction
 - g. Impacted canines
 - h. Orthognathic surgery

Case Study

- Unilateral Class II
- 6 mm O.J.
- Impinging O.B.
- Moderate lower crowding



Initial



Final



Start Appointment

.018 PDS Heat Activated Wires Upper & Lower



One Year Later

.019 x .025 PDS Beta "P" Looped Upper & .019 x .025 PDS Beta Ideal Lower
(Stage 2 Wires Not Needed)



Removal Appointment

Total Treatment Time: 13 Months, 2 Weeks
6 Total Appointments Including Bonding & Removal

SESSION 3

- I. Diseases of and Treatment of T.M.J.
 - a. Healthy but dysfunctional joints
 - b. Unhealthy Diseased Joints
 - c. “Clicks” and what to do about them
 - d. Muscle Pain/ Dysfunction
 - e. Treatment Modalities
 - i. Splints
 - ii. In-office physical therapy modalities
- II. Diagnosis and treatment of cases from class participants
- III. Lingual minor tooth movement
 - a. Healthy but dysfunctional joints
 - b. Unhealthy Diseased Joints
- IV. Marketing the practice (decision by class participants at Session 1)
Summary
- V. The OBSC – Roncone Study Club
- VI. S.O.S. – The Strategic Orthodontic Society

JSOP[®] (Just Short Of Perfect) Enrollment Form



Simply fax back
+1 760.758.7604

Doctor Name:

Address:

City, Province, Postal Code:

Country: Business Phone:

Mobile: Email:

Please sign me up for the following JSOP Course:

JSOP Europe

Session 1 - The Business of Orthodontics: Thurs. April 5 – Sun. April 8, 2018

Session 2 - Clinical Systems: TBD

Session 3: TBD

JSOP Course Fee:

JSOP Course Fee _____ \$ 12,000
Course fee includes all 3 sessions

Airfare and expenses for three sessions (divided among participants) _____ \$ 1,300

Total \$ 13,300

Payment Option:

{Best Option} #1 **Paid in full [-10% Discount] (- \$1,330.00) = \$ 11,970**

Option #2 30% Initial payment \$3,990 & \$1,330 monthly payments for 7 months

Option #3 \$2,217 a month for 6 months

Please Enroll ASAP

Payment:

Credit Card:

Expiration Date: Security Code:

Name on Card:

Simply Fax Back: +1 760.758.7604
Or E-mail: hgasio@ronconeroi.com

www.RonconeROI.com

221 Main St #100 | Vista, CA 92084 | +1 760.630.5914 | +1 760.758.7604 FAX



LIBRARY OF MANUALS

One of the many outstanding features of this course is the manuals. They are referenced extensively throughout the course and are distributed accordingly. We break the material into chunks and little bite-size pieces to insure successful implementation of the changes that you would like to make in your practice. Given in a digital format.

SESSION 1:

- ✓ **Strategic Planning** – Business planning, goal setting, budgeting and practice analysis.
- ✓ **Employee Manual** – Office policies and procedures.
- ✓ **Staff Development** – Successful ways to hire, create, and keep an incredible team.
- ✓ **Management & JSOP Systems** – JSOP Systems, applying metrics to every aspect of your practice; management issues and benchmarking with real achievable goals.

SESSION 2:

- ✓ **Training** – Training schedules and how training can become an easy, stress-free part of your practice (*includes JSOP Training, Clinical Training, Training Notebook*).
- ✓ **PDS User's Manual** – The complete book on Roncone PDS Clinical principles.
- ✓ **Full Clinical Manual**

SESSION 3:

- ✓ **Marketing** – An invaluable tool in helping to get your practice past 'donut runs' and onto valuable, measured strategies that increase production.
- ✓ **Patient Enrollment** – The most comprehensive treatment coordinating book available; learn how verbiage, scripting and the office tour can increase your conversion rate.
- ✓ **Office Communication** – How to successfully communicate with patients, parents, other staff members and referring offices.
- ✓ **When Will I Get My Braces Off?** – A reference book for patients – orthodontic terms, appliance names and emergency information.
- ✓ **Orthodontic Treatment Philosophy** – Orthodontic treatment philosophy book designed to be shared with your referring offices.

ROI TESTIMONIALS

Since 1988, when the first year long course was given by Dr. Ron Roncone, 942 orthodontists from around the world have taken it. This includes those orthodontists with very different clinical philosophies. It also includes 51 orthodontists from Japan where the course was given "on the road" and orthodontists from Canada (43), Belgium, Holland, Mexico, France, Algeria, Hong Kong and most of the United States. For the vast majority it has been not only a positive practice changing experience but also a life changing event. The attention to detail yet the simplicity of "systems" (management, marketing, financial, diagnostic, training, and clinical) is unsurpassed. There are keys to unlocking greatness in each practice, but the keys are different for each practice. 15% of orthodontists have taken the course more than once. Each of them has said that it was more valuable the second, third, and even the fourth time around. What follows is a tiny sample of what orthodontists think about the course:



Dr. Gerald Spencer (2017)

Sedalia, Missouri

"There has been a bit of water under the bridge since I sat in your classroom in, still, the most significant seminar of my life. I tribute your teachings for having quintupled my production since that time. So, thank you very much, and, yes, I still call every new patient the night before their appointment."



Dr. Ed Wentz JSOP XXIX (2017)

Lubbock, Texas

"My wife Lisa, my CEO Joe, and I had a fantastic time at your course in Vista. You really made us think about a lot of things we do in our practice. It was a wealth of knowledge in a very organized fashion. We couldn't believe we were invited to your home with your family to share a supper together. Please tell your wife Elizabeth, thank you. We have a lot of work to do. We are looking forward to the next session. Thank you again!"



Dr. Anthony Patel JSOP XXVI (2016)

Keller, Texas

"My confidence as a clinician as well as a businessman has skyrocketed thanks to Dr. Roncone and the JSOP course. He presents challenges and solutions to everyday practice management that nobody else will offer. I run a busy 3 office practice and thought I needed an associate to help run things until he showed me how to do it all myself and still have plenty of time to enjoy life and family. His knowledge and expertise is evident as he identifies and solves each and every problem that practitioners face from scheduling, efficiency, quality clinical outcomes, staff management and marketing. There isn't anything now that I feel I can't handle thanks to his leadership principles and I honestly look forward to going to the office every single day to do what I love! Many thanks Dr. Roncone!"



Dr. Kevin Race JSOP XXVI (2016)

Brookfield, Wisconsin

"Having just finished your JSOP course, I wanted to share with you that I truly enjoyed it. It has dramatically improved my practice efficiency and enjoyment. It seemed to cover all aspects beneficial to successful orthodontic practice, both on clinical and administrative side. Your teaching style is motivating. You do a great job of challenging your attendees to question their current view of the "norm". It promotes intrigue and a desire to try new and different. Thank you so much for sharing your expertise and friendship!"



Dr. Steve Tinsworth JSOP XXV (2015)
Bradenton, Florida

“Dr. Ron Roncone has packaged an exceptional appliance system and practice management program that deserves a special look for practices of all types to offer as a new practice paradigm. Setting muscle balance with quality occlusion for a high standard of orthodontics and TMJ equilibrium has been developed with a goal for practice efficiency to benefit patients/parents, staff, and orthodontist. The focus is to make this a practice optimizing value and excitement in outcomes and timely finishes. Bring joy to your practice and life by redefining your practice mission with the PhysioDynamicSystem and practice development with Dr. Roncone. This has been a most welcomed experience as orthodontics has evolved in so many areas. The younger orthodontist will gain so much in all areas of practice. The benefits to early treatment (Phase I) are well developed. The orthodontic experience of those who have shared in this curriculum and converted to PDS is remarkable. The outcomes in much shorter times with fewer appointments make this efficient treatment philosophy the place to be for those with 10 years or more in practice at any point. No candles or chants are involved. Erase some ortho dogma and advance your practice. You will be knocked over in the first hour of this course with the potential for your practice. The joy can come to you too. Try it--you'll like it.”



Dr. Matt Bauer JSOP XXV (2015)
Cottleville, MO

“Dr. Roncone's knowledge of dental physiology, combined with his understanding of the full capabilities of current materials, has produced a truly amazing system. The PhysioDynamic System has simplified my mechanics, reduced my wire inventory, cleared up my schedule, and drastically reduced overall treatment times. Break through the mental barriers holding your practice back from reaching its maximum efficiency! In today's world it is becoming more and more important to run your practice as efficiently as possible. This can be a daunting task. Where does one even start? Are you even aware of the areas in your practice that are hurting you the most? As Mark Twain said, 'It ain't what you don't know that gets you into trouble. It's what you know for sure that just ain't so.' Dr. Roncone's JSOP Course examines and addresses all of the key systems of the successful modern day practice. Don't rely on the latest internet fad to temporarily boost your practice—rebuild it from the inside out.”



Dr. Jordan Lamberton JSOP XXII (2014)
Napa, California
Practicing 4 years

“Great results, less chair time, predictable/faster treatment times, and less stress are just a few of the benefits the PhysioDynamic System can bring to your practice. I sought out Dr. Roncone and PDS after years of being disappointed by other brackets and systems, and now I couldn't be happier. I'm Dr. Jordan Lamberton, and I believe in PDS.”



Dr. Ken Fischer JSOP XXIV (2014-2015)
Villa Park, California

“When I made the decision and commitment to attend Ron Roncone's “Just Short of Perfect (JSOP)” teaching course, I was doing so with an eclectic list of reasons why to make such a considerable financial and time investment. After enjoying 40 years in private orthodontic practice, I realized I had become entangled in changes and circumstances which were preventing me from the satisfaction my practice had once brought me: the diminishing number of dental referrals, the oppressive burden of the lingering poor economy, the reduction in the my new case starts...I was even finding it more difficult to finish my cases with the quality I want to be proud of. I knew I needed 'a kick in the butt' to emerge from my doldrums and revitalize my passion for my practice.

After an in-depth search for an appropriate vehicle for bringing me back to where I wanted to be, the JSOP course presented itself to me via a variety of sources. It appeared to offer the most comprehensive combination of appliance design and therapy, staff training and utilization, practice management, historic relevance, and Dr. Roncone's unique perspective and experience to tie everything together with a ribbon of validation and credibility.



RONCONE
ORTHODONTICS INTERNATIONAL

Dr. Ken Fischer continues...

30-40 years ago, I was an associate with Drs. Ricketts and Bench and witnessed first-hand how their courses improved the knowledge and practice of many, many orthodontists from around the world. Dr. Roncone (another "RMR", coincidentally) replicates that experience for the contemporary orthodontist in his comfortable teaching facility. His delivery is inexhaustible and entertaining, his materials and hand-outs are useful and vast, his techniques and results are validated by over thirty years of practice, and his rationale is clearly and convincingly presented. His courses are limited to a workable number of participants, allowing plenty of time for 'questions and answers' and 'one-on-one time' so Dr. Roncone can discuss each attendee's particular concerns directly.

The foundational component of the JSOP System is the PhysioDynamic appliance system with self-ligating brackets in the Roncone prescription and an abbreviated series of archwires designed for treatment efficiency and effectiveness.

Surrounding this foundation, an ideological garden is nurtured by extensive staff training and delegation, scheduling and data collection for controlling the work flow to reduce the stress of a busy practice, and the utilization of promotional concepts to fertilize and sustain continued growth. I realized I could adopt this system into my practice with a minimum of disruption and the potential to re-energize my staff, my practice, and myself to do better. I would enthusiastically encourage my colleagues to consider investing in the JSOP course; there are rare opportunities available today where an orthodontist can be presented with the vision of a low stress, successful orthodontic practice, the roadmap on how to get there, and the personal mentoring by one of our profession's 'giants'. Let the journey begin..."



Dr. Buddy Donaldson JSOP XXIV (2014-2015)

New Iberia, Louisiana

"I completed my first JSOP training 10 years ago. The manuals were incredible! 10 years later, it was time for a refresher course. The updated manuals are superb. Take the JSOP course and apply its principles. You will become a better Orthodontist, Leader, Manager and Person."

PMPG XXV (2003-2004), JSOP I (2004-2005), JSOP III (2005-2006)

"This course helped me to create a plan for the last 20 years of my practice. The manuals are clearly the best that I've ever seen on orthodontic management."



Dr. Paul Reed JSOP XXI (2013-2014)

Petoskey, Michigan

"My patients, my staff, and my family will benefit from what I learned from you. You exceeded my expectations, and I wish I had taken the course years ago.

Best course ever."



Dr. Iwei Huang JSOP XX (2013)

Chicago, Illinois

"The JSOP course has opened my eyes to what an orthodontic practice can be. It has shown me that it is possible to provide excellent orthodontic treatment efficiently and very profitably.

Dr. Roncone has considered every aspect of practice such as attracting and retaining new patients, designing an organized and efficient schedule that can accommodate your patients, using clinical protocols that are effective and efficient, improving communications with dentist, patients and staff, all the while, making sure that the practice highly profitable.

The course will also teach you how to solve problems by using metrics to objectively analyze them and measure the effects of implemented solutions to ensure that effective systems are in place.

Additionally, the written materials provided in the course and Dr. Roncone's accessibility and willingness to continue to share his expertise is very much appreciated. After attending the course, you feel like you are a part of a very special community of orthodontists.

I am looking forward to continuing learning and improving!"



Dr. Randy Buttram JSOP I (2004-2005), XX (2013)
Panama City, Florida

"Ron opened my eyes and made me see that the only limitation on how great my practice could be was my imagination. The JSOP course gives you the tools to put your dreams on paper and build a plan that will get you there quicker than you can believe. When you think you are there, the metrics allow you to see new areas that need your attention; we are constantly improving. What makes this course different from any other I've taken is the interest Ron takes in making sure he has done everything in his power to be sure each participant has what he needs to succeed. The way he makes himself and the ROI team available and his willingness to share any of the material he has developed---goes way beyond what is normally expected. Ron runs his course the way he is trying to teach us to run our practice. Always deliver an excellent product, in an excellent manner and then give the patient (customer) much more than they are expecting."



Dr. Dick Elliott JSOP XIII (2011-2012), XIX (2013)
Highlands Ranch, Colorado

"Ron has the insight and ability to develop proven systems. He has presented these in a well-organized fashion that I can then integrate into my practice. This has allowed me to treat patients in less time with a better result. My staff is happy with new responsibilities and love working in an "on time" office. Most of our changes this year have been treatment oriented. Tightening down our bond technique has dramatically reduced loose brackets. Indirect bonding is now our standard and it is going well. I think it will save us time in the long run. We are now working on the new patient exam and marketing. I believe this course paid for itself within the first year in the savings from having fewer loose brackets. Overall, I enjoyed the course very much. I have listened to the great orthodontists during my 32 years in practice. Ron has stimulated me to consider other vistas and to advance down old paths in a new way. As well, there are new paths that one needs to keep in view. Orthodontics is changing quickly and I appreciate someone like Ron, whom I trust, to assess these new frontiers. Thank you again for the excellent course! God bless your day!"

JSOP V (2006-2007)

"In the last 3 decades of practicing orthodontics I have had the privilege of hearing and knowing some of great orthodontists of our time. I have learned from each of these doctors the art and science of orthodontics and applied it to my practice. For over 30 years I have mounted cases and been a student of occlusion. My motivation has been to provide the highest degree of care for my patients.

I heard Dr. Roncone at a meeting in 2005 and recognized that he had an exceptional grasp of the complete practice of orthodontics. In a highly organized manner he introduced his audience to his '17 Critical Factors' of an orthodontic practice. This comprehensive tool which provides a detailed and systematic evaluation of the complete practice interested me, so I signed up for his "Just Short of Perfect" course and was not disappointed. His perspective added to my previous knowledge base and expanded it in ways that made my practice run smoother, more efficiently and with more consistent and better results. Since the yearlong course covers such a great amount of information I have returned to take the course again. This has allowed me to take my practice to a new level.

Dr. Roncone is absolutely committed to the practice and teaching of orthodontics. He has put his full force and intellect behind this profession throughout his career and organized a course that can be assimilated by any orthodontist seeking knowledge and a better way to practice. I highly recommend Dr. Roncone's JSOP course. If you take this course and use his concepts, you will have a new life in your practice!"



Dr. David Judy PMPG XXV (2003-2004), JSOP XIX (2013)
Carmel, Indiana

"Striving to become an Orthobarbarian by attending Dr. Roncone's JSOP course has transformed my professional life. Ron has meticulously distilled the most important elements of successful orthodontic practices from both practice management and treatment mechanics perspectives. He shares his vast experiences in fun-filled hands-on sessions near San Diego, then sends you home with textbook quality notebooks to assist implementation of the principles you have just learned. He is available for individual questions during and after each session. Your professional and personal lives will be enhanced by the friendships developed with Ron and your classmates. For my money, there is simply no better value in continuing education than the JSOP experience!"





Dr. David Caggiano JSOP XVII (2012-2013)
Parsippany, New Jersey

"Greatest course ever! Simply put, my involvement with Dr. Roncone and JSOP has been career transforming. The course exceeded my expectations in many regards and has given me new insight and energy to persevere for anything the "perfect storm in orthodontics" brings. Because of JSOP, I have a different perspective on how to measure my company's performance, assess problems, and react accordingly. Dr. Roncone's JSOP takes Dr. Roncone's unique insight to achieve clinical efficiency and blends it with a comprehensive M.B.A. program. It truly has life-changing potential and will cost you more money to not take the JSOP course!"



Dr. Matthew J. Peluso JSOP XVII (2012-2013)
Cedar Grove, New Jersey

"Efficiency, in every aspect of your practice: Clinical efficiency, Scheduling efficiency, Management efficiency, and Marketing effectively. These are the things that I learned to strive for by taking the JSOP Course Series. Dr. Roncone taught me how to critically evaluate my practice to identify my strengths and weaknesses. He then showed me how to use this information to implement changes that made my practice more efficient. Using the information from the course, I was able to improve my scheduling and also plan the layout for my new office to achieve greater efficiency. I highly recommend the JSOP Course Series to recent orthodontic graduates. The information that you learn will forever change the way you practice orthodontics and will give you much needed guidance on how to run an office. Thank you Dr. Roncone."



Dr. Richard Portalupi JSOP XI (2009-2010), XIV (2011)
Woodland, California

"Taking Dr. Roncone's JSOP course was one of the top two or three best career decisions I have made in my 25 years as an orthodontist. My only regret is that I had not done so earlier in my career.

JSOP offers several ways that orthodontists can work more efficiently, treating cases in less visits and less time, (without compromising quality), and as a result increasing profitability and reducing stress. Dr. Roncone's JSOP course has evolved with the changes in the economic challenges of our field, and offers practical and effective solutions, efficient mechanics, and real fixes for reducing inefficiencies such as loose brackets, pokey wires, and much more.

The principles of JSOP can be applied to most bracket systems and mechanical techniques, but I have found the Forestadent system to be far superior, and I have found the JSOP mechanics to be extremely effective. I highly recommend the JSOP course without reservation, and welcome any orthodontist to contact me if they wish."



Dr. Blair Adams PMPG VII (1992-1993), JSOP XIV (2011-2012)
Ottawa, Ontario Canada

"You leave dental school ready to run a business with basically no business training whatsoever. This course gives you what you need to management a successful practice. My productivity jumped over 40% within two years of taking the course!"

Orthodontic Practice Magazine (July/August 2016 – Volume 7 Number 4)

"You can't provide excellent customer service without learning to manage a business. Dr. Ron Roncone's JSOP Orthodontic Management course is the best there is. Take it."



Dr. Paul Karl JSOP III (2005-2006), XIV (2011-2012)
Grand Rapids, Michigan

"Dr. Roncone offers excellence in treatment and management areas. The systems he developed have made it possible to plan and achieve what is needed to make your practice the best it can be."





Dr. Bill Odom *PMPG II (1990), PMPG VII (1992-1993), JSOP XIII (2011-2012)*
Carlsbad, California

“JSOP is the perfect acronym to describe your practice after taking and *implementing* Dr. Roncone’s course. From Strategic Planning (in light of the economic downturn, the mindset of the untrained dentist that sees Orthodontics as a “profit center”, to the challenge of treating the 24/7-connected, Gen Y, Millennial patient) to Staff Training, Patient Enrollment, Marketing, Profitability and any other nuance of your practice that you may find challenging: Roncone’s course has you covered.

This is NOT an interesting–take it and forget it–fluff course. This **IS** the course for the doctor who is willing listen, learn and implement; the doctor, newly minted or experienced, who wants to grow their practice, shorten their treatment time, have a team of well trained, satisfied staff and have more fun and profit in the process.

This is a WIN-WIN for you, your staff, your spouse and your patients.

A bit of added perspective: I was in the second group to take Ron’s original course, Practice Management Power Group, PMPG. I have just finished his current JSOP course. The core principles are the same: to take your practice to the next level there are proven business and practice principles that will help you get there. But you do have to implement what you learn.

JSOP does address two things that have changed:

#1) Competition, you are no longer competing with colleagues for patients, but with every dentist who has taken a weekend course in orthodontics.

#2) A different patient population of comparison shoppers with an insurance and internet mentality: if insurance doesn’t cover it – it’s not important, whatever I read on the internet is the truth. The good news: new technology makes implementation for the doctor and team easier.

As an aside: implementing what I took from Ron’s course allowed me to quadruple my production and profitability after I took the course the first time. Clearly, I strongly recommend Roncone’s JSOP course.

Good Luck!”



Dr. R. Scott Anderson *JSOP XI (2009-2010), XIV (2011)*
Castro Valley, California

“Inspiring, educational, motivational Dr. Ron Roncone has been practicing orthodontics for over forty years and he has the wealth of knowledge to answer the common and not so common problems we are facing in today’s business environment. The written manuals alone will keep you busy for the next 3-5 years improving your practice. The Just Short Of Perfection/JSOP course results are phenomenal, well worth the effort. JSOP is more than a practice management course; it’s a complete practice overhaul. R. Scott Anderson –course instructor for AEO (Advanced Education in Orthodontics).”



Dr. Tommy Eberhardt *PMPG XXV (2003-2004), JSOP IX (2008-2009)*
Cumming, Georgia

“Ron puts zip into you and your practice! But, beware: sweat equity required!”





Dr. Chuck Gulland JSOP VIII (2007-2008)
Hermitage, Pennsylvania

"I just wanted to say 'thank you' to you, Dr. Roncone, Elizabeth and everyone at ROI for such a wonderful experience. I cannot remember a continuing education course that I have ever taken that was so informative and beneficial and at the same time that I have enjoyed so very much.

I should also tell you that for years I have not aggressively offered "2-phase" treatment to patients. They say that the first person to "get to you" in an orthodontic residence sets the standard by which you measure everything else that anyone else tries to teach you.

I attended an orthodontic residency that focused on "full treatment" and took the Roth/Williams course, which discourages early phases of treatment. Therefore, for years I have attracted a huge following of very young new patients who immediately went to "observation" for 3-5 years until their bicuspid erupted so that we could extract them.

Well, even as conservative as I am, I have presented and "sold" Dr. Roncone's Phase I treatment to 9 new patients in the last 1 1/2 weeks who are now on the books, scheduled to start. This will raise my gross production enough to more than pay the tuition for the ROI course and my travel expenses! For the first time, I feel that I have something that I can do in the mixed dentition that will actually benefit my patients.

Thanks again, and I look forward to seeing everyone again at a future Study Club meeting!"



Dr. Gordie Organ JSOP V (2006-2007)
Mississauga, Ontario Canada

"The course opened my eyes to the potential a "middle aged" solo practitioner has if he/she takes the time to analyze, evaluate and process the various systems of the practice. It gave me the tools to determine what works and what doesn't work in my practice, and why. I now feel empowered that I can take charge of my practice and my professional future and control it rather than the other way around."

"I've changed my schedule to allow me to see fewer patients, accomplish more at each appointment, and feel less stressed at the end of the day. I've started to analyze the various systems in my practice- both clinical and non-clinical- fine tuning what works and changing what needs changing ... again with the result of reduced stress in the office. I've learned how to involve my staff in the business part of my practice-something I never did before-with positive results. They now feel part of a whole "package" and they now feel their work can make a difference. And there is so much more I want to do. I'm constantly referring to my manuals for ideas."

"I have had an increase in efficiency- absolutely. Everything we do and have done in the past is now critically analyzed in order to determine how well it works and how can we improve it to make it better. When you break down the metrics into "bite sized" pieces- it's easier to "digest".

"The course has actually paid for itself many times over- I'm more efficient, I've changed my fee structure to properly reflect the value of the services I provide, and the value of the friendships which I have formed- I found to be invaluable."



Dr. Lou Chmura JSOP III (2005-2006)
Marshall, Michigan

"Attending the JSOP course enlarged my vision of what my practice can be. I learned not only how enhance the quality of treatment I provide, but how to do so consistently, efficiently and relatively easily. Dr. Roncone models the behaviors needed to become the leader you'd like to be. You learn to clarify your message, to staff, to referring doctors, to patients and responsible parties.

This leads to the real benefits of the course-satisfying your patients, running on time, increased satisfaction for you and staff on a job well done, decreased days working with an increase in net, opportunities to really take your practice to new levels you never dreamed possible; perhaps most important, the knowledge of being in control and the reduced stress that comes with it. I heartily recommend this course to anyone searching for these benefits".

2012

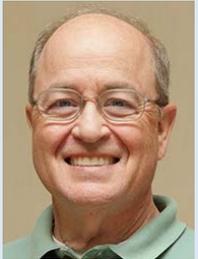
"You changed my paradigm and gave me options I'd never considered. Priceless-made all the difference. I remember it being a vibrant time of my life I'd like to revisit. Do you find most classes as committed, as synergistic? There are lots of new things, apnea, TADs, lasers, Suresmile, 3D Conebeam. I feel like I've got the tiger by the tail and just holding on for dear life. I'm going to seriously consider coming out again...I love the synergy. Meanwhile, you take good care of yourself. You're a treasure. Thanks for everything."



Dr. Jorge Coro JSOP III (2005-2006)

Coral Gables, Florida

“The Roncone course encompasses everything you need to know to run a high-tech 21st century practice.....fabulous.



Dr. John Monacell JSOP III (2005-2006)

Sandston, Virginia

“I have \$100K more on the books in January of 2006 than I had in January of 2005.”

Jeni Stanley at the office of Dr. John Monacell (2005-2006)

“From a staff member’s perspective, I found Dr. Roncone’s course extremely informative and enriching. Not only was I educated on improving my own performance and clinical skills, but I have been stimulated to enhance my office and motivate my fellow team members. I am very excited about becoming the best team member I can be for my doctor.”



Dr. Louis Fronenberg JSOP I (2004-2005)

Dollard-des-Ormeaux, Quebec Canada

“This course has afforded me a better balanced life. I have become more efficient in my practice. I am able to get more things done in less time, with better systems thereby giving me much more freedom outside of the office. I have experienced more freedom with my family and have more time to pursue other interests. It’s been an awesome experience and I highly recommend the course to everyone!”



Dr. Guido Sampermans JSOP I (2004-2005)

The Netherlands

“This course changed that way that I look at my office. I was always trying to get a good occlusion and trying to do excellent clinical work but I was a bad manager. I wasn’t paying attention to money going out and my schedule was a mess. I am now much more efficient. Longer intervals, self-ligating brackets and Dr. Roncone’s doctor time scheduling have opened my appointment book up to be able to see more patients. The stress is out of the office. That has been the most important change in my office. I like to go to my office again.”



Dr. Bruce Molen PMPG XXV (2003-2004)

Auburn, Washington

“Dr. Roncone has been the greatest influence on my practice. He has helped me to build a very large, successful practice. I have learned a tremendous amount about the business of orthodontics which has enabled me to become more profitable. I continue to come back to Ron because I consider him a “fountain of knowledge”. This is the best course that I have ever taken and I look forward to continuing the journey through the annual Orthobarbarian Study Club meetings.”

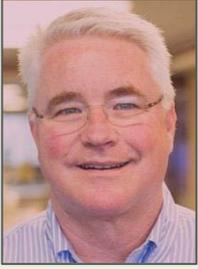


Dr. Rick Molen PMPG XXV (2003-2004)

Auburn, Washington

“This course has allowed me to spend the necessary time on thinking and planning my practice as a business, not just orthodontics.”





Dr. David Wardlaw *Orthobarbarian Group (2001)*

Little Rock, Arkansas

“Dr. Roncone’s course helped me to achieve goals in my orthodontic practice that I did not think were possible. The course is the most comprehensive one that I am aware of, simplifying management and clinical systems. The changes that come about in your practice will enhance the quality of your life.”



Dr. Bill Mahon *Orthobarbarian Group (2001)*

Bentonville, Arkansas

“This is the second time I have taken Ron’s complete course and, once again, he has covered every aspect of the orthodontic practice in tremendous detail. The great ideas and sharing will take us to a higher level of quality and growth.”



Dr. Matt Milestone *Orthobarbarian Group (2001)*

Paramus, New Jersey

“My practice has changed immensely since I’ve taken the course. My production has increased and my stress level has decreased. I enjoy going to my office much more than before. I have become much more efficient by streamlining my procedures. This has allowed me to finish my cases earlier at a much more consistent level. Everyone appreciates that, especially my patients.”

“This is a ‘**milestone**’ of a course that will change your practice life. I highly recommend it to everyone that wants true success and I am very satisfied and happy to have been there. Thank you Ron!”

An Efficient Philosophy

 orthodonticproductsonline.com/2017/08/efficient-philosophy/



By Alison Werner | Photography by David Torrence

Efficiency is by far one of the most common words thrown around when discussing the key concepts behind a successful orthodontic practice. While everyone nods along about the importance of efficiency, many are left wondering, what does efficiency actually look like in an orthodontic practice? For Missouri-based orthodontist [Matt Bauer, DMD, MS](#), it means a treatment philosophy that cuts treatment times and practice overhead while still producing satisfied and happy patients.

Tangled Orthodontic Web

Retainers typically mark the last phase of a patient's orthodontic treatment. For Bauer, however, they mark the beginning of his career trajectory. While he was in college, pursuing a pre-med track, with the intention of pursuing a career as a pediatrician, his father, southern Illinois-based orthodontist Joachim Bauer, DDS, MS, asked him if he would be interested in making retainers for his practice. The senior Bauer recognized that Matt was quite crafty and good with his hands. Bauer was up for the task and went to [Great Lakes Orthodontics](#) in Buffalo, NY, to take their basic and advanced retainer course. Once back in his father's practice, Bauer found that he was not only very good at making retainers, but that he enjoyed doing it. Soon, his father offered him the opportunity to work with patients directly, trying on and fitting the retainers. That patient interaction inspired Bauer to change his plans and to go on to dental school at Southern Illinois University, followed by his residency at Saint Louis University (SLU)—familiar territory as Bauer's father had taught at SLU for decades. Upon completing his residency, Bauer joined his father's practice. The practice expanded again 2 years later when father and son were joined by Bauer's younger sister, Beth Hite, DMD, MS.

After 5 years total working with his family, Bauer knew it was time to set up his own practice—and unlike many younger orthodontists practicing today, he knew he wanted to build it from the ground up.

Family was an important factor in Bauer's decision on where to practice. In addition to his immediate family connections to the orthodontic community, Bauer's father-in-law, Kevin Walde, DDS, MS, is also an orthodontist, who

practices in Washington, Mo. In fact, Bauer's father once taught Walde at SLU. Add to this mix, one brother-in-law who is an orthodontist and another who is a dentist, as well as Bauer's wife, Kate, who heads up [Kate Bauer Design](#), which specializes in orthodontic interior space planning and design, and you've got what Bauer calls "this crazy tangled web of orthodontists." The desire to find a way to stay within this web and build a practice in between his father and sister's practice and his father-in-law's practice brought Bauer and his wife to the small town of Cottleville, Mo.



A Practice of His Own

Practice Profile

Practice name: Bauer Orthodontics

Location: Cottleville, Mo

Number of chairs: 6

Years in practice: 11 years total, 6 years in my office

Education: Southern Illinois University (DMD); Saint Louis University (MS, Orthodontics)

Average patients per day: 65

Starts per year: 450

Days worked per week: 3.5 days

Staff size: 6

Top five products used: BioQuick® Brackets and QuicKlear® Brackets ([Forestadent USA](#)); Transbond™ Plus Self-Etching Primer ([3M](#)); Assure Plus All Surface Bonding Resin ([Reliance Orthodontic Products](#)); Invisaitain retainer material ([Invisaitain LLC](#))

Practice website: bauerortho.com

Once in Cottleville, Bauer had to start from scratch to build Bauer Orthodontics' patient base, and he chose to rely on tried and true methods. While his practice was still under construction, Bauer moved to the area in advance of opening for business to knock on doors and take dentists to lunch. In addition, he sent out Christmas cards to anybody in the area who looked like a dentist to announce his upcoming opening. Fortuitously, one of those Christmas cards mistakenly wound up delivered to an area orthodontist. The orthodontist wanted to retire, but was not in a position to sell his building as he was leasing. However, he had some patients he wanted finished. Bauer was offered the opportunity to purchase those existing contracts from him, giving his practice a much-needed shot in the arm once the doors opened.

But even with that fortuitous opportunity, those early days were not without their stresses. Yes, he had 5 years to observe how his father's established practice was run, but once in his own practice he realized there was so much more to it.

"You take it for granted. At my dad's practice, it was a well-oiled machine. You just showed up for work and did the orthodontics and had all the great staff behind you to support you while you did your thing. When I got out on my own, I saw that there was so much more to this," Bauer says.

"I always knew it was going to be difficult and stressful. I thank God I had 5 years under my belt and saw what a private practice looked like. I had an idea of how it ran, but didn't have the full weight of responsibility on my shoulders nor all the nitty gritty details."

Bauer also credits his wife Kate for the success of what has emerged. "We truly did it together," he says. Moreover, the experience helped her get an up close and personal view of what it takes to start a practice, which has informed the work she undertakes for her orthodontic interior space planning and design clients. "This experience has helped her be better at what she does," he says.

For Bauer, the first 3 years in private practice were the most difficult. "I've heard before that it takes 5 years to build up a practice. I think that's a very accurate statement. There were times where I couldn't pay myself. I had to pay my employees first," he recalls. "But I would tell anybody that it is worth the struggle to have your own practice and hang up your own shingle."

In fact, the ability to hang up his own shingle is part of what makes the profession so special to Bauer.

"What makes orthodontics so special is the fact that I have my practice. I built it. I have a small team that is like family to me. I get to decide how many days I want to work. I get to be with my family. That is the beauty of it. It's not that orthodontics is really that cool. It is—but really, it's the ability to create that opportunity to live the life you want to live. You lose control [of that] when you work for somebody else."



Secret to Success

Bauer attributes much of his current success to the fact that he had those first 5 years, while practicing with his father, to focus on the orthodontics and hone his craft, while leaving much of the business side of things to someone else.

Bauer credits the Roth Williams course he took immediately after finishing his residency with helping him to develop his own treatment philosophy. The course gave him a greater understanding of functional occlusion—that it's not just about straightening teeth, but about how the jaw and muscles work together.

“That’s invaluable,” he says. “Just being able to accurately treatment plan a case consistently—knowing what you’ve got to treat before you start treating, instead of just throwing braces on and hoping everything works out.”

But once the doors to his own practice were open and his staff in place, Bauer realized he needed to be equally concerned about clinical and practice efficiency. This meant refining his treatment philosophy further for it to really speak to how he wanted to practice. Even though he agreed with the fundamentals of the Roth philosophy, which focused on functional occlusion, the mechanics felt “clunky” and “old.” More specifically, Bauer believed he was using too many wires.

“Every time a patient came in, they were getting a new wire,” he recalls.

He knew that the new wire materials on the market were meant to work longer. “It’s almost like you’re cheating,” he says. “You’re buying this great wire that has these great properties and you’re not letting it do its job. You’re taking it off before you even let it do its job. You’re not trusting it. That’s where the Roncone course came into play.”

The “Roncone course” Bauer speaks of is the JSOP (Just Short of Perfect) and Roncone PhysioDynamicSystem (PDS) courses, created and led by Ron Roncone, DDS, MS, which focus on effective diagnosis and efficient treatment planning. Bauer was first introduced to the JSOP course through a 1-day teaser course while he was practicing with his father. At the time, the father-son practice was humming along and Bauer felt like the mechanics he was working with were good enough. So he didn’t make any changes. Once he was on his own, however, and finally had a moment to come up for air from the stresses of setting up a solo practice, he took stock of his mechanics. He realized they weren’t serving him well.

When Bauer started reading about the JSOP and PDS courses this time around, he remembered that Roncone was also Roth-trained and that he seemed to share Bauer's belief that you could hold these core principles of the Roth philosophy but that there was an opportunity to clean up the mechanics and use newer materials. "That's how I got interested in the PDS system," he says.

So, what is the impact of the lessons Bauer learned from the Roncone courses? He found the efficiency he craved.

As Bauer describes it, a Roth orthodontist would traditionally go up to a full-sized stainless-steel wire, while Roncone's prescription, which uses wires produced by [Forestadent USA](#), builds in more torque, allowing the clinician to stay in a smaller wire. "So, you really only have to go up to the 19/25 and it doesn't have to be stainless steel. It can be TMA," says Bauer. As a result, by trusting the NiTi wires he uses, the practice's wire inventory is reduced.

"Immediately, from an inventory standpoint, it takes down the number of wires you need to worry about; that then necessarily reduces the number of wire change appointments you would need to treat a case," he points out. "As a result, you're seeing a drastic decrease in the number of appointments a patient needs and an increase in the interval between visits." In Bauer's office, depending on the case, that translated to a reduction of appointments over the course of treatment from 15 to 18 appointments to six or seven appointments. Not only did this dramatically improve his practice's efficiency and open up his schedule (which he had also switched to "like things at like times" as recommended by Roncone), but it also made for a happier, more satisfied patient.

"When I came back [from completing the Roncone course], I started five cases. I saw those cases going so well that I actually started taking appliances off my other cases that were already in the Roth appliance and rebonding them because I felt that would be more efficient—and it ended up being more efficient. So, I was cutting time off treatment plans by even switching midcourse with the appliance."



Small Is Fine

Bauer is quite happy with his small practice in a small town. While the area is competitive with about 15 orthodontists within a 10-mile radius, the town offers Bauer, his wife, and their four young children, the lifestyle that they want. For him, future plans for practice growth aren't about multiple locations or satellites; rather it's about the

possibility of adding another chair or a couple more staff members to his team of six.

Bauer recognizes that many residents and young orthodontists don't see a small, solo, private practice as an option any more. As a member of the clinical faculty at SLU, he has heard firsthand how the majority of residents, who are saddled with debt and want financial stability, are gravitating towards larger group practices. While Bauer understands the draw, he hopes residents still consider going out on their own, and that when they do, that they focus in on efficiency.

"Orthodontic residency is a lot of information thrown at you at once, and it's great; but it's really hard to take all that knowledge and be efficient. To really be efficient in a private practice setting, you have to have your philosophy down, you have to know your appliances, you have got to know your materials. I'm not one to say that you have to do it this way or you're doing it wrong. With any of the philosophies out there, as long as you understand the system that you are using—or misusing—you can be as efficient as possible. For me that's where the Roth foundation comes in because knowing exactly what you are treating and then accurately executing your treatment plan from the beginning, that's huge," he says.

And for that orthodontist building a new practice, he would add that this efficiency is one of the best marketing tools you can have. For example, Bauer—whose practice focuses on internal rather than external marketing—sees his treatment times as one of the most impactful marketing messages his patients can share with their friends and family.

"My treatment times have gone from 20 to 24 months when I was working in my dad's practice to 14 to 16 months now [after completing the Roncone program]—and we're still finishing with the same results. There's no bigger practice builder in my opinion than to be consistent like that," he says.

And when a prospective patient asks why Bauer can get it done so much faster? Bauer responds, "Well, we trust the materials.' To have the patients out and about that can back [that fact] up: That is effective marketing for me." **OP**

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