

A SONENDO® MASTERS SERIES COURSE

# The Endodontic Summit: Creating the Ultimate Practice

Laguna Hills, CA



**Sound Science®**

ACADEMY

Masters Series

**SATURDAY, DECEMBER 10, 2022**

Sonendo Sound Science Academy  
26081 Merit Circle Suite 117  
Laguna Hills, CA 92653

## COURSE OVERVIEW

This course is for endodontists looking to grow their practice and increase quality of life for their patients, their team, and themselves. Attendees will participate in this interactive workshop to develop team goals and learn techniques that can increase the efficiency and success of their practice.

This course will review methods for optimized scheduling, effective team management, enhanced communication, revenue generating marketing, and maximized chairside efficiency through use of the GentleWave® Technology.

## COURSE INSTRUCTORS



**Rick Simcock, DDS**  
North Sound Root Canal Specialists  
Endo2Endo Consulting



**Eric Vickery,**  
VP of Coaching at All-Star Dental Academy  
Vickery Dental Consulting

## COURSE OBJECTIVES

- Review verbal skills to facilitate clear and effective communication with your team and patients
- Learn techniques for streamlining team roles to maximize practice capabilities and increase scheduling efficiency
- Discover ways to leverage technology such as the GentleWave System to allow for single visit root canal therapy and increased ROI
- Learn principles of case acceptance marketing and how to implement into your practice immediately
- Examine steps to increase clinical efficiency while maintaining high standards for patient care
- Discuss minimizing stress and managing the team through office chaos, conflict, and unplanned circumstances

## DECEMBER 10

8:00 AM – 4:30 PM PST

**Course Fee:** \$400 (for endodontists)  
\$100 (for office managers)

**CE Credits Offered:** 7 CE's

**Maximum Attendees:** 10 Teams

**Space is limited** to ensure all participants receive a customized hands-on learning experience. Register now!



Scan QR to Register Today or visit:  
<https://cvent.me/OrQPAG>

Dinner hosted by Sonendo following the course.  
Please RVSP for dinner upon registration.



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## COURSE INSTRUCTORS



**Rick Simcock, DDS**  
**North Sound Root Canal Specialists**  
**Endo2Endo Consulting**

Rick has been in Endodontic private practice for 22 years. He graduated from Loma Linda University in 1997 and then attended Albert Einstein Department of Dental Medicine where he received his Endodontic specialty certificate in 1999. Rick opened his first practice in Skagit County and then another in Bellingham in 2016. In 2020, he created Endo2Endo, LLC, an Endodontic coaching program for endodontists wanting to increase clinical efficiency and productivity. He has two adult children, Ethan and Lindsey. Rick and his wife, Hannah, live in Bellingham with their two fur babies, Eloise and Darby, a French Bulldog and a Goldendoodle. They enjoy skiing, snowboarding, working out, travel, and drinking great wine. In his free time, Rick plays stand up bass for a band called the Dizzys.



**Eric Vickery,**  
**VP of Coaching at All-Star Dental Academy**  
**Vickery Dental Consulting**

Eric holds a degree in Business Administration, he brings a strong business and systems approach to his consulting. He managed dental practices for over ten years, and has been consulting over 250 offices nationwide since 2001. Through his consulting, Eric has been able to improve offices with his Practice Monitoring Systems. He is an expert on case acceptance, verbal skills, and the DISC personality profile. He has a passion for stopping cancellations, handling patient objections, and asking patients for referrals/reviews. He has vast expertise in financial arrangements, third party financing and eliminating dependence on insurance. Eric and his wife Abby are college sweethearts and the proud parents of four children. They love enjoying the outdoors as a family and with their animals. If you want to get Eric talking about something other than dentistry, just ask him about his fish tanks.



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3/1/2022 – 2/28/2024  
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