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# The Full Arch Blueprint: Strategies, Systems, & Marketing

Behind a More Profitable Full-Arch Practice • November evening of the 19th, 20th, 21st • **16 CE credits**



**Thursday Evening** Welcome Dallas Cowboy retreat 4:30pm  
AT&T Stadium Tour & Dining Experience

## DAY 1

Time

Session

Presenter



**8:00 AM – 9:00 AM**

**Welcome & Full Arch Practice Self-Assessment.** Each practice scores where it stands today on case volume, close rate, marketing spend, and team readiness

**Earl**



**9:00 AM – 10:05 AM**

**The Full Arch Patient Journey Map.** A step-by-step look at the full patient path, from lead to consult, surgery, delivery and referral. As a roadmap for the rest of the event.

**Earl**



**10:05 AM – 10:20 AM**

**Break**

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# DAY 1 CONTINUED

16 CE CREDITS FOR ATTENDEES



10:20 AM –  
11:20 AM

**Demystifying the Full Arch Marketing & Sales Funnel**

**Jonathan**



11:20 AM –  
12:20 PM

**Dominate Full Arch Marketing & Speed to Lead.** Covers lead sources, ad strategy, intake, call handling, and consult show rates.

**Clint, with  
Ardi & Amir**



12:20 PM –  
1:00 PM

**Lunch, with a 20-minute sponsor presentation (Sponsor 1 of 4)**



1:00 PM –  
2:30 PM

**The Full Arch Consult & Treatment Acceptance.** Covers case presentation, handling objections, and getting a same-day commitment.

**Earl**



2:30 PM –  
2:50 PM

**Sponsor (Sponsor 2 of 4)**



2:50 PM –  
3:00 PM

**Break**



3:00 PM –  
4:00 PM

**Greatest Challenges Assessment Results:** Opportunities Identifying your greatest challenges as a result of the assessment completed this morning and then turning those challenges into opportunity.

**Earl,  
Jonathan,  
Clint**

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## DAY 1 END

16 CE CREDITS FOR ATTENDEES



EVENING

Group dinner

## DAY 2 START



8:00 AM –  
9:00 AM

**Working Breakfast:** Hot Seat Clinic.

Attendees bring a real consult, team or growth problem, and tables solve it together.

Earl



9:00 AM –  
9:20 AM

Sponsor (Sponsor 3 of 4)



9:20 AM –  
10:00 AM

Building Visibility Into Your Full-Arch Practice

Jonathan



10:00 AM –  
11:00 AM

**Production per Hour & Your KPI**

**Dashboard:** Covers the numbers that show whether the program is working.

Earl

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## DAY 2 CONTINUED

16 CE CREDITS FOR ATTENDEES



11:00 AM –  
11:20 AM

**Break**



11:20 AM –  
12:30 PM

**Reviews, Referrals & the Lifetime Patient.**

Covers maintenance and recall systems, video testimonials, review generation, and referral programs.

**Clint**

*(follow-up Clint)*



12:30 PM –  
1:10 PM

**Lunch, with a 20-minute sponsor presentation (Sponsor 4 of 4)**



1:10 PM –  
1:50 PM

**The Full Arch Business Model.**

Covers case mix, chair and surgical capacity, and the economics of a profitable full arch program.

**Jonathan**



1:50 PM –  
2:10 PM

**Break**



2:10 PM –  
3:20 PM

**Developing Your 90-Day Business Plan.**

Each practice turns its morning self-assessment and the weekend's lessons into a written plan.

**Earl**



3:20 PM –  
4:00 PM

**Commitments & Closing**

**Earl**

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