

STEVEN L. HAASE, DDS

CLINICIAN - SPEAKER - AUTHOR

Doctors, let's face it: **DENTISTRY IS STRESSFUL!** TEN YEARS of education with NO INCOME; \$250,000 average student loan debt; and \$500,000 to start a new office. What do we do once the front door opens and the **INSANITY** begins? Many dentists don't achieve their goals and unfortunately, some die trying!



Dr. Steven L. Haase's first solo, 'from scratch' practice thrust him into managing and providing fee-for-service dentistry which developed into twelve hour workdays just to accommodate the patient flow and pace. Selling a dental partnership and building another seven figure practice pushed life to the ledge of insanity... of which Dr. Haase fell off.

Dr. Haase's survival and road to recovery inspired his national lecture, *Conquering the Insanity*, shared with thousands of dentists around the country teaching cosmetic dentistry, practice management and personal boundary setting methods to avoid that "ledge of insanity" dentists tend to visit throughout our careers. He offers a candid, frank discussion outlining his journey through drug abuse/recovery and addiction's presence in dental offices throughout our profession in his presentation, *The Reality of Addiction*.

Learn more about Dr. Haase's most requested course offerings below (details available within this packet). Contact our office to customize a presentation for your group.

CONQUERING THE INSANITY: *TIPS FOR LIFE'S INEVITABLE CURVEBALLS*

Dentists must deal with incredible daily challenges daily in both their personal and professional worlds. Dr. Haase shares his inspiring story of overcoming life's obstacles and offers techniques for coping with our inevitable daily challenges. Also covered are newfound practice "jewels" and a dynamic cosmetic presentation offering incredible clinical tips and ideas to take back to the office.



THE REALITY OF ADDICTION: *ITS CAUSE AND EFFECTS*



Addiction has been viewed as a shameful, weak character flaw, though in reality it is a disease and disability. Dr. Haase shares his **personal, first-hand experience** and the many aspects of chemical dependency which can exist within the confines of a dental practice **including patients, team and doctors**. Topics include the addiction process, various drugs from prescription to manufactured street drugs and their effects, the signs and symptoms of addiction, treatment options and ways to curtail incidents associated with addiction.

Request Dr. Haase to speak for your next meeting!

THE REALITY OF ADDICTION: *ITS CAUSE AND EFFECTS*

Addiction affects nearly everyone

- *personally or professionally* –
in some area of their lives.

When addiction manifests in *YOUR* life, how will you handle it?



Addiction has been viewed as a shameful, weak character flaw, though in reality it is a disease and disability. This complex disease has broad implications and is not isolated to a few incidences or individuals. Through a wider understanding, empathetic approach and honest discussion, dental professionals can support and encourage recovery. Anyone who personally struggles with addiction can confront the truths of this disease and ultimately live a SOBER, productive, achievement-filled life.

Dr. Steven Haase will share his **personal, first-hand experience** with addiction and recovery, the DEA, and his Five-Year State Dental Board's monitoring program. He will explore the many aspects of chemical dependency which can exist within the confines of a dental practice **including patients, team and doctors**. Topics include the addiction process, various drugs from prescription to manufactured street drugs and their effects, the signs and symptoms of addiction, treatment options and ways to curtail incidents associated with addiction.

LEARNING OBJECTIVES:

- Identify the numerous types of addictions and their respective characteristics.
- Recognize the most commonly abused drugs and their effects.
- Distinguish and understand addictive behaviors of patients.
- Spot the signs of addiction among staff members.
- Ascertain addictive behaviors associated with the doctors/self.
- Recognize how the extreme stress of our profession creates triggers for addictive behavior.
- Understand the treatment phase, recommendation and goal for recovery.
- Gain insight to State Dental Board monitoring/involvement, DEA and Insurance issues for both the addicted staff and doctors.



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RECOMMENDED AUDIENCE:	Dentist and the entire team
RECOMMENDED LENGTH:	Up to 3 hours

CONQUERING THE INSANITY

TIPS FOR LIFE'S INEVITABLE CURVEBALLS

Does Monday morning offer a **happy staff, money in the bank and a full schedule?**

Or do you lie awake Sunday night worrying about tomorrow at *the Dental Office?*

Dentists must deal with incredible daily challenges daily in both their personal and professional worlds. Dr. Haase shares his inspiring story of overcoming life's obstacles and offers techniques for coping with our inevitable daily challenges. This personalized, compelling lecture addresses issues such as staff challenges, patient communications, marketing (internal and external), insurance nightmares, the false notion of "competition" and personal boundary setting. The second half combines the newfound practice "jewels" with a dynamic cosmetic presentation offering incredible clinical tips and ideas to take back to the office...



Many practices find themselves in a rut when they avoid change or *fail to adopt new concepts and technologies*. Symptoms manifest in the form of lost patients, less income, and most importantly in the loss of team confidence. Learn how to avoid/escape the rut and overcome the paralyzing effects of fear with new knowledge and self-confidence.

The afternoon presentation encourages dentists to **rise to new clinical heights** with metal-free cosmetic procedures, materials and techniques, including direct/indirect technique, *Empress, Emax, Zirconia* and much more. Dr. Haase also discusses the many dental procedures that dentists have avoided and referred for years but now realize the need to incorporate these into their practices. Learn step-by-step techniques - from tooth preparation to finish – for these numerous procedures which boost profits and increase the bottom line.

LEARNING OBJECTIVES:

- Methods for overcoming life's obstacles and coping with inevitable daily challenges.
- Identify and overcome paralyzing personal fear and its debilitating effect.
- New concepts, technologies and philosophies for avoiding the 'comfort rut'.
- Techniques and billing methods to ensure insurance billing works for the practice.
- Setting personal and professional boundaries in all arenas of life... *starting with yourself*.
- Create an efficient, profit driven practice while substantially decreasing the associated stress.
- Refocus attitudes regarding 'competitors', incorporate positive attitudes and watch YOUR practice thrive.
- Internal and external marketing methods that are proven winners,
- Cutting-edge cosmetic techniques ranging from single direct composites to full mouth restorations... and everything in between.
- Tips and tools to help the participant implement a new direction Monday morning.



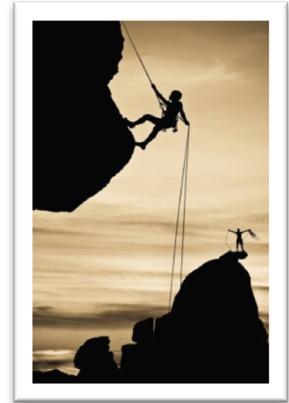
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RECOMMENDED AUDIENCE: Dentist and the entire team
RECOMMENDED LENGTH: Full- or half-day

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CLINICIAN - SPEAKER - AUTHOR

What's needed to handle dentistry's – and life's - seemingly insurmountable challenges?



While waiting for his first practice to be built, a brief associateship taught Dr. Haase the ropes of *little to no* fee for service, insurance driven dentistry and he quickly realized he *didn't* want to offer his patients managed care dentistry. His first solo, 'from scratch' practice thrust Dr. Haase into managing and providing fee-for-service dentistry for over one hundred new patients per month in the highest income and fastest developing area of Scottsdale, Arizona. Mastering marketing and producing collection amounts beyond belief developed into twelve hour workdays just to accommodate the patient flow and pace. Additionally, selling a dental partnership and building another seven figure practice pushed life to the ledge of insanity... of which Dr. Haase fell off.



Dr. Haase's survival and road to recovery inspired his national lecture, *Conquering the Insanity*, shared with thousands of dentists around the country teaching cosmetic dentistry, practice management and personal boundary setting methods to avoid that "ledge of insanity" dentists tend to visit throughout our careers. He offers a candid, frank discussion outlining his journey through abuse and recovery in his presentation, *The Reality of Addiction*. He is a passionate supporter and advocate for teens and young adults, and is a trusted advisor offering direct discussions regarding drugs and addiction. He has been involved with Recovery for 20+ years and during this time has sponsored and supported many other dentists, patients and individuals through addiction and recovery.

Dr. Haase opened his third 'from scratch' dental practice in Austin, Texas in 2010. He wrote the children's dental book, *Visiting the Tooth Doctor*, has lectured for Ivoclar North America and Woody Oaks at Destin, Florida, and has been published in numerous dental journals and articles. Dr. Haase was honored to be the *Give Back a Smile* program's inaugural dentist in the United States for Ivoclar and AACD.

Personal and clinical solutions
making dentistry
healthy, enjoyable and
predictable again.

PREVIOUS PRESENTATIONS (*PARTIAL* LISTING):

- North Carolina Dental Association; Charlotte, NC
- Kansas State Dental Association; Wichita, KS
- Preferred dentist/speaker - International Dental Company Ivoclar
- Woody Oakes Destin Dental Meeting; San Destin, FL
- Seattle Study Club; San Diego, CA
- MicroDental Laboratories; San Francisco, CA

TESTIMONIALS



One of the most enthusiastic and energetic speakers I've seen! If you want to learn how to get to the top of your mountain both personally and professionally, Dr. Haase is one you have to see."

- Imtiaz Manji, Experdent Consultants INC.

"Dr. Haase has shared his inspiring story with our PracticeSmart News readers. But to really experience his motivational message and enthusiasm for cosmetic dentistry, he must be heard "live" and in person!"

- Karen Amstutz, Executive Editor, PracticeSmart News

"This guy will save your day, doctors!! One more plus – He's a talented, artistic dentist!"

- Dr. Larry Rosenthal, DDS

"This is a must see lecture. Dr. Haase turned his own reality into an unbelievable winning solution. To add to this, the clinical cosmetic end of his lecture will blow your mind!"

- Dr. Howard Farran, FAGD, Founder DentalTown

"If you want to learn how to live and perform unbelievable cosmetic dentistry, you better see this one. Wow!"

- Dr. Tom Trinkner, DDS

"Dr. Haase projects a true passion for life and his work, apparent in his exuberant delivery of his own commitment to his profession. It leaves one with the firm belief that the desire to succeed truly lies within. Of course, the fact that Dr. Haase is an exceptionally skilled clinician doesn't hurt!"

- Laura Kelly, LK Dental Studio



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