

# THE **BOTTOMLINE**

*Successful Strategies for Private Practice Orthodontics®*



**5:1 ROI  
Guarantee**

If you do not achieve **5 times** the cost of your registration fee in economic benefit, Dr. Sellke will refund your tuition. **Guaranteed.**



**2012**

**COMPREHENSIVE SERIES®**

**The Ultimate Practice Management Program**

**AUSTRALIA 4**

**THE LAST COMPREHENSIVE SERIES DOWN UNDER**

## What you need to know about the "TBL" Comprehensive Series®

The Bottom Line Comprehensive Series® concepts have been developed over 30 years to teach proven business principles to orthodontists around the world.

Whether you are just out of school and need guidance setting up your practice or you are so busy that you are fighting "burnout," The Bottom Line (TBL) is THE best practice management course for you.

**Be prepared—this is not your typical practice management program.** You will not be told what to do. Instead, you will be asked to outline your needs and desires. Over the course of the year, you will be given the tools to achieve your personal goals based on proven business principles.

Dr. Terry Sellke, D.D.S., M.S., along with his wife, Dee Sellke, established the Comprehensive Series to truly help you set and reach YOUR practice goals, not someone else's.

**Past Aussie attendees have consistently grown their practices 40%-200% within the first year of taking this course - while simultaneously reducing their time at the chair by up to 60%!**

## 5:1 ROI Guarantee

If you do not achieve **5 times the cost of your registration fee in economic benefit**, Dr. Sellke will refund your tuition. **Guaranteed.**

**Whether you've just started orthodontics or are well into your career, this course has something for everyone as it covers how to work smarter, not harder, in all aspects of your orthodontic practice.**

~ Dr. Peter Fowler

### About the Sessions

The year-long program incorporates classroom-style sessions with educational workshops, along with one-on-one consultations with Dr. Sellke, to give attendees an experience that cannot be matched by any other program.

The Comprehensive Series is divided into four, multi-day sessions spread out over a year. These sessions break down concepts into manageable pieces that allow each practice to apply what they have learned.

Attending doctors will learn how to:

- Develop a successful, patient-centered practice
- Set and achieve personal and professional goals
- Motivate and empower staff members
- Make confident, financially savvy decisions
- Maximize their return on investment

**If you're ready to stop dreaming about what's possible, and actually make those dreams a reality, then you're ready for The Bottom Line Comprehensive Series®.**

**Register today for the 2012 Australia 4 Comprehensive Series!**

## 2012 Comprehensive Series: Australia 4

Dates and Locations Subject To Change. Illustrated below are some of the key topics.

Session I: Getting Started	<p><b>May 9 - 14, 2012</b>  <b>Kauai Marriot Resort,</b>  <b>Hawaiian Islands</b>  <b>(Right after the AAO meeting!)</b></p> <p><i>May 9-11 (Classroom)</i>  <i>May 11-14 (Private Consultations)</i></p> <p><b>*NEW*</b> includes Monthly Report Training for Two Key Staff on May 25.</p>	<ul style="list-style-type: none"> <li>✦ The Power of Vision</li> <li>✦ Developing a Practice Business Plan (Your Roadmap to the Future)</li> <li>✦ Effective Scheduling: Working LESS to Accomplish MORE</li> <li>✦ Putting FUN into Your Practice</li> <li>✦ Introducing the One-Step Exam/Consultation</li> <li>✦ Dentist Referral Development</li> <li>✦ Advanced Data Gathering, Analysis, and Use - The Sellke System.</li> <li>NEW - You and two members of your staff are given the computer training needed to execute advanced data gathering.</li> <li>✦ Planning for Growth...BEFORE You Create It</li> <li>✦ Introduction to Financial and Retirement Planning: How Much is Enough?</li> <li>✦ Improvement of Practice Efficiencies Via the Latest Technology</li> <li>✦ Private Consultation with Dr. Sellke: Develop Your Personal/Practice Plan</li> </ul>
Session II: Setting Up for Practice Success	<p><b>September 13 - 17, 2012</b>  <b>Sydney Marriott at Circular Quay</b></p> <p><i>September 13-15 (Classroom)</i>  <i>September 15-17 (Private Consultations)</i></p>	<ul style="list-style-type: none"> <li>✦ Developing a Mentality for Change</li> <li>✦ Refine and Complete Your Practice Plan</li> <li>✦ Planning Systems and Protocols to Work (You are given all of Dr. Sellke's manuals and protocols in Hard Copy &amp; CD.)</li> <li>✦ Enhancing Productivity so that You Can Grow While Working Less.</li> <li>✦ Creation of a Comprehensive Marketing Plan: Why and How</li> <li>✦ How to Hire and Keep Great Staff                         <ul style="list-style-type: none"> <li>✦ How to Hire for Life</li> <li>✦ Training for Excellence and FUN!</li> <li>✦ Team Building and Staff Retention</li> <li>✦ Staff Retention                                 <ul style="list-style-type: none"> <li>✦ Incentive Plans that Really Work</li> <li>✦ How to Make Every Day a Good One</li> </ul> </li> </ul> </li> <li>✦ Private Consultation with Dr. Sellke</li> <li>✦ Private Consultation with experts in the field of marketing. (Use of their products and services is optional)</li> </ul>
Session III: Getting the Staff on Board	<p><b>November 7 - 9, 2012</b>  <b>Shangri La Hotel,</b>  <b>Sydney, NSW</b></p> <p><i>No Private Consultations. Dr. Sellke and his staff will share their systems with you and your staff!</i></p> <p><i>Fee includes participation of 5 staff members - others may attend for an additional fee. Day 3 is a half day ending at noon, allowing you to conduct a private staff retreat.</i></p>	<ul style="list-style-type: none"> <li>✦ The Power of Teams</li> <li>✦ The Power of Information</li> <li>✦ The Role of Vision and Developing a Comprehensive Plan to Achieve It</li> <li>✦ Scheduling to Run on Time (no stress); Maximizing Productivity and Quality</li> <li>✦ Tracking Key Practice Statistics and What to Do with Them</li> <li>✦ Why Do Marketing and Who Does What?</li> <li>✦ One-Step Exam/Consultation</li> <li>✦ The Keys to Hire, Develop and Retain Great Staff                         <ul style="list-style-type: none"> <li>✦ How to Match the Right Personality to the Right Job</li> <li>✦ Excellence: What is it Really?</li> <li>✦ Honest and Motivating Staff Evaluations</li> <li>✦ Incentive Plans That Work</li> <li>✦ Maintaining Momentum/Motivation</li> <li>✦ Staff Retreats</li> <li>✦ Training – Tricks of the Trade</li> </ul> </li> </ul>
Session IV: Putting It All Together	<p><b>February 6 - 10, 2013</b>  <b>Hamilton Island,</b>  <b>Whitsunday Island,</b>  <b>Queensland</b>  <b>It's Your Graduation!</b></p> <p><i>Private consultations with Dr. Sellke as well as financial experts specific to Australian law.</i></p>	<ul style="list-style-type: none"> <li>✦ Review, Refinement, and Updating of Goals, Practice Plan and Systems</li> <li>✦ Treatment Efficiencies that Increase Productivity and Profitability</li> <li>✦ Making Your Staff Retreats More Effective</li> <li>✦ How to Keep It All Together</li> <li>✦ What is Legendary Service?</li> <li>✦ Review of Your Practice &amp; Life Goals</li> <li>✦ Wealth Accumulation...and What to Do With It!</li> <li>✦ Critique of The Bottom Line: How Can It Be Improved?</li> <li>✦ Private Consultation with Dr. Sellke</li> <li>✦ Private Consultation with experts from your country on tax planning and wealth accumulation.</li> </ul>

**This course helps define what a successful orthodontic practice should stand for and strive to be.**

**I recommend this course to any practice looking to take a step further on their path to success.**

**~ Dr. Robert L. Waugh**

## Achieve Amazing Results!

### Dr. Spiro Pazio - Manuka, ACT

I was first interested in TBL due to the fact that Terry had visited St. Louis during my residency there to speak out against MSO's. I marveled at his passion for educating young residents as to the pitfalls associated with them. Why would someone that was already well established spend so much of his time worrying about the good of others?

He also gave a talk on various options new grads had, including the pros and cons of setting up, buying into established offices and the link. My memories of him at the time were that he was a straight shooter and could not fault the man on this ethics or desire.

Returning to Australia I found myself in the highly undesirable situation of setting up an office from scratch. Sure there was help from particular persons who shall remain nameless, but in an ideal world all I wanted was to buy some retiring guy's huge office! TBL was recommended to me as a way of getting the office really going, getting to where I wanted to be sooner and with less stress. I thought I was doing ok; mind you I had taken Terry's handout from my St. Louis days and followed the chapter on how to set up an office very closely. Without much convincing I signed up for the course. I knew the man and didn't need anyone to sell me on his credentials.

TBL is not hard to understand or implement, once you get over the ONLY barrier to instigate changes, yourself. The fact that we had set tasks was good, it made me DO THINGS. Without deadlines, nothing gets achieved. **My office grew 110% in my TBL "year." Yes 110%!**

Most importantly, I have framework from which I know how to run an orthodontic office. I understand the business side of things better. I know what I need to do to get to the next level. I am not wandering in the dark anymore and I have the support and camaraderie of other TBL grads - including Terry.

Without a doubt the only course I have taken that made me sit up

**If anyone has doubts about whether they will recoup their investment from this course, tell them they will make back many times their investment, and will have more fun working too!**

~ Dr. Lucas E. Stevens

To read additional testimonials, visit [www.orthobottomline.com](http://www.orthobottomline.com)

### Dr. Rudi Linker - Dandenog, VIC

At Session 1 I had 8 branches. I am now down to 2.

Over the last 18 months, I have instigated various protocols as discussed at your course, which has resulted in a growth of 450% (I thought it would never happen! I found it difficult to believe you when I was listening to you.)!

I would like to congratulate you (Terry) on the way you run the course and for being as open as you are with regard to your treatment, cash flow analysis and in essence, opening up your practice and practice protocols to total strangers. A lot of professional people have personal trainers for motivating them in their gym workouts to improve their general health. I regard you and your course as my personal Ortho Trainer and I am ever grateful for having met you. You have opened up a different view of the orthodontic world. Thank you!

### Dr. Joe Bleakley - Biggera Waters, QLD

The Bottom Line is the most important and valuable thing that I have done for my practice. It has and will continue to change my life. It has made the difference, and allowed me to "think differently."

TBL can improve what you have and open up new possibilities. TBL will grow your practice. You decide how much, the style and where you should be. Set your goals, and then make it happen.

TBL will make everything easier. The staff will share the vision. They will be happier and more productive. They will unburden you and look for more to do.

TBL will improve your bottom line by removing the self-imposed barriers and allow you to have fun doing it. If you like change, want change or need change, there is nothing better you can do for your practice. TBL is comprehensive. It will deliver what you want and need.

Page 4

The Bottom Line Comprehensive Series® can help you achieve amazing results—in both your practice, and personal life.

Attendees have consistently grown their practices by 40 – 200% in the first year, while reducing time at the chair by up to 60%.

## About Dr. Terry A. Sellke, D.D.S., M.S.



**Dr. Terry A. Sellke**

**Founder,  
The Bottom Line**

Dr. Terry A. Sellke opened his orthodontic specialty practice in 1974. He and his partner, Don Reily, have been in private practice in northern Illinois, since that time with offices in Antioch, Grayslake, and Wonder Lake.

Drs. Sellke and Reily continue to run a highly efficient, patient-centered practice. They relentlessly look at the practice with an eye toward maximizing productivity and applying proven business principles to allow them to treat patients to exceptional results in shorter appointments, fewer appointments, and fewer months, while still running on time-every moment of every day in a stress free environment.

Terry began teaching orthodontics and business principles at the University of Illinois at Chicago (UIC) in 1970. He retired as a clinical professor, co-clinic director, master clinician, and master's thesis advisor at UIC in 2006.

Terry continues to teach practice management and clinical orthodontics to orthodontists globally and serves as program director for The Bottom Line. He currently has a number of prospective clinical studies underway that his retirement freed the time to accomplish.

Terry has published dozens of articles on orthodontics in professional journals worldwide. His text on the Bioprogresive Orthodontic Philosophy has been translated into four languages.

### The Bottom Line Team

As a practicing orthodontist, Dr. Sellke has assembled a top-notch team of professionals who use his techniques every day. These seasoned veterans have been with Dr. Sellke anywhere from 7-20+ years and truly know how to keep a practice running efficiently.

His team participates in Session III of the Comprehensive Series and will share their insights with you and your staff. They will teach you how they work together to achieve maximum productivity in an organized, stress-free environment. Depending upon class size, you will meet most or all of these delightful ladies.

Due to the highly individualized attention given to each attending doctor, only 30 practices are allowed to attend any Comprehensive Series. Be sure to register early to secure your spot.

The Comprehensive Series is a year-long commitment, beginning with Session I: Getting Started.

Be prepared to work hard and open your mind for change. You will be amazed at the results.

# THE BOTTOMLINE

30 N. Slusser | Grayslake, Illinois 60030 | (847) 223-2836 | (847) 223-2807 Fax | info@orthobottomline.com

## AUSTRALIA 4 SOLO REGISTRATION

Please fill out this registration form if you are planning on participating in the TBL Comprehensive Series on your own. If you intent to take the course with your partner(s), please fill out the group registration form on the following page for a discounted rate.

### Attendee Information

Doctor's First and Last Name	
Spouse Name (if applicable)	
Practice Name	
Mailing Address	
City	
State/Province	
Zip/Postal Code	
Country	
Work Phone	
Fax Number	
Home Phone	
Cell Phone	
Email Address	
Website	
ADA#	
AGD#	

### Credit Card Information

If you are paying via credit card, please complete the details below. We accept the following credit cards. Please indicate the type of credit card you wish to use:

Visa    MasterCard    Discover    American Express

Credit Card Number	
Expiration Date	
Security Code/Pin	
Name on Card	
Billing Address	
City	
State / Province	
Zip / Postal Code	
Country	

### PAYMENT OPTIONS FOR AUS - 4

SESSION I begins May 9, 2012

For your convenience, there are two payment plans. Please indicate the option you prefer. All dollars are US currency.

Note: Attendance is limited to allow personalized attention for each doctor. Registration is accepted on a first come, first serve basis so please apply early to reserve your space. We will send you a confirmation upon receipt of this form.

#### OPTION 1

Payment in full by April 15, 2012 entitles you to a 10% discount. To secure your registration, a non-refundable deposit in the amount of \$6,000 is required immediately along with this registration form.

Registration fee:	US\$30,000
Less 10% for payment in full by 4/15/12:	-US\$ 3,000
SUBTOTAL:	US\$27,000
Less \$6,000 deposit to secure enrollment:	-US\$ 6,000
Remaining balance due 4/15/12:	US\$21,000

#### OPTION 2

Fee to be paid in five payments with a \$6,000 non-refundable deposit payable immediately to confirm your registration.

Registration fee:	US\$ 30,000
Less \$6,000 deposit to secure enrollment:	- US\$ 6,000
SUBTOTAL:	US\$ 24,000
Amount due 4/15/12:	US\$ 6,000
Amount due 8/15/12:	US\$ 6,000
Amount due 10/15/12:	US\$ 6,000
Remaining balance due 1/15/13:	US\$ 6,000

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## AUSTRALIA 4 GROUP REGISTRATION

The group practice price reflects a substantial discount on the solo practice registration fees. This offer is predicated on two or more doctors from the same group practice attending the Comprehensive Course. All private consultations will be conducted as one unit. Additionally, as part of your registration fee, up to 5 staff members per practice (not per doctor) may attend Session 3 for a fee. Please fill out this registration form separately for each doctor.

### Attendee Information

Doctor's First and Last Name	
Spouse Name (if applicable)	
Practice Name	
Mailing Address	
City	
State/Province	
Zip/Postal Code	
Country	
Work Phone	
Fax Number	
Home Phone	
Cell Phone	
Email Address	
Website	
ADA#	
AGD#	

### Credit Card Information

If you are paying via credit card, please complete the details below. We accept the following credit cards. Please indicate the type of credit card you wish to use:

Visa    MasterCard    Discover    American Express

Credit Card Number	
Expiration Date	
Security Code/Pin	
Name on Card	
Billing Address	
City	
State / Province	
Zip / Postal Code	
Country	

### PAYMENT OPTIONS FOR AUS - 4

SESSION I begins May 9, 2012

For your convenience, there are two payment plans. Please indicate the option you prefer. All dollars are US currency.

Note: Attendance is limited to allow personalized attention for each doctor. Registration is accepted on a first come, first serve basis so please apply early to reserve your space. We will send you a confirmation upon receipt of this form.

#### OPTION 1

Payment in full by April 15, 2012 entitles you to a 10% discount. To secure your registration, a non-refundable deposit in the amount of \$6,000 is required immediately along with this registration form.

Registration fee for EACH Doctor:	US\$25,000
Less 10% for payment in full by 4/15/12 (Each Dr.):	-US\$ 2,500
<b>SUBTOTAL:</b>	<b>US\$22,500</b>
Less \$6,000 deposit to secure EACH enrollment:	-US\$ 6,000
Remaining balance due for EACH Doctor 4/15/12:	US\$16,500

#### OPTION 2

Fee to be paid in five payments with a \$6,000 non-refundable deposit payable immediately to confirm your registration.

Registration fee for EACH Doctor:	US\$25,000
Less \$6,000 deposit to secure EACH enrollment:	- US\$ 6,000
<b>SUBTOTAL:</b>	<b>US\$19,000</b>
Amount due 4/15/12:	US\$ 4,750
Amount due 8/15/12:	US\$ 4,750
Amount due 10/15/12:	US\$ 4,750
Remaining balance due for EACH Doctor 1/15/13:	US\$ 4,750