

# SPEAR

STUDY CLUB PROFILES IN SUCCESS

## “LEADING THIS STUDY CLUB HAS ELEVATED MY PRACTICE.”

### WHAT'S IN IT FOR THE GPs...

I want to help them establish a sense of community with each other. I find that as a specialist I am often more in touch with the general dentist community than they are with each other. Unless they happen to have a good friend who is also a dentist, they don't get many opportunities to get together and

compare notes. One of my main goals then in starting a Spear study club was to get some of my key referrers into a small group environment where they see the same people every month and get to know one another. **So now they feel comfortable enough with each other that they can just pick up the phone anytime and say, *Hey, I have an issue***

***here, have you ever experienced this before? We have created a sense of family that extends well beyond the study club meetings.***

I also want them to get to see what the really good dentists out there are doing and get inspired by it, so they don't just get stuck doing the same thing over and over and think that that is all there is. I wanted them to see that even if you're practice right now is built on doing the routine cases, there is the possibility of doing more and of getting into more rewarding full-mouth rehab cases.

### THE UNEXPECTED BENEFITS...

Naturally, I like the idea of keeping my referrers connected with me. But it's more than that. What I am learning in these meetings is just invaluable. Most of the lessons don't have an oral surgery component, but it's amazing how much comprehensive dentistry I am learning. As a specialist, the more I understand about what they are dealing with every day, the better I can be as a provider and a collaborator. I am able to put the treatment I provide into a greater context. Learning more about big-picture comprehensive general dentistry is making me a better oral surgeon.

### WHAT MAKES SPEAR DIFFERENT...

I have been a part of other study groups before and many of them are fine, but they couldn't really deliver what I was looking for in terms of having that smaller more intimate group setting. You would get 20 to 30 people in a session, there was not much interaction, and each meeting would go from topic to topic with no real sense of continuity or building on something. Then my



**Dr. Joseph S Kim**  
ORAL SURGEON  
Mountain View, CA

*Dr. Joseph Kim has been in practice since 1997 in an area of California (just a couple of miles from Google headquarters) that has come to be synonymous with the entrepreneurial spirit. His practice has enjoyed consistent growth over the years. That's because he maintains a pure focus on the highest quality of patient care, with uncompromised effort in collegial improvement. A big part of that, as he explains here, has come about because of his involvement with Spear Study Clubs.*

Straumann rep encouraged me to check out Spear and what they were doing with study clubs. When I went I realized right away that this was what I believed in: connecting people in small groups and learning in a progressive way. And I like the way the focus is always on taking a case and breaking it down— it's always about the treatment planning. Which means the material is relatable and always immediately applicable in.

### **A PHILOSOPHY THAT'S EASY TO BUY INTO...**

It seems that everyone involved with Spear have that ability to take complex concepts and make them seem incredibly simple. And they are so research-based. The cases that are used in the study club material—they don't just have two year follow-ups. They have 10, 15, 20-year follow-ups. You really get the sense of professionalism at the highest level. But at the same time, you also get a sense of how humble these people are. It's not like they're delivering this from a position of supreme authority. They are very down to earth and very interested in helping dentists be their best, and that really comes across.

### **GETTING STARTED IS SIMPLE...**

It's true that getting dentists to commit to a serious economic investment, and getting them to commit to coming out once a month for the next twelve months can sound challenging. But that's where Spear also really helps out with the materials they give you to get started, including the introductory DVD that lays out what the club is all about and what participants can expect. I invited some people over to watch that DVD and that really helped get things off the ground. I really appreciated that, because once you get them in, it's easy. They see the value and they get excited. I mean, how can you not like brainstorming treatment planning with the experts and your colleagues?

**“IF YOU WANT A WAY TO CONNECT WITH YOU REFERRING DENTISTS ON A MORE MEANINGFUL LEVEL, SPEAR STUDY CLUB IS THE WAY TO DO IT.”**

### **ONCE WAS NOT ENOUGH...**

I started my first Spear study club and then after a few sessions I realized this is too good not to share with my other referring doctors. So about four months after starting the first one, I launched the second study club. I'm now into my third year with both groups and they're both going strong.

### **THE IMPACT ON REFERRALS...**

My implant numbers today compared to two years ago have definitely increased. I have been fortunate to have a successful practice and I have been seeing consistent growth for many years, so I don't know how much of that I can attribute to the study club, but I have no doubt that it has made a difference. I'm sure there are dentists who are saying, I'm going to send this one to Joe because we covered something like this in our study club. Again it goes back to that small group camaraderie.

There is no question that leading this study club has elevated my practice. It has strengthened my relationship with each individual who is involved with it. They see the effort that I am putting in to facilitate these meetings. And they see that I am learning more general dentistry,

so they know that I understand what they are doing.

### **THE “ON THE ROAD” EXPERIENCE...**

Traveling together to the seminars is a big part of the experience. I got everyone together at the beginning to have that experience in Scottsdale and I can tell you it makes a huge difference. I know that I have abilities as a facilitator so when I can get everyone in the group together and we travel together and we are in this amazing facility with these great resources and incredible speakers—it's just an exceptional opportunity to grow as a group.

### **ADVICE TO A SPECIALIST WHO IS THINKING ABOUT DOING THIS...**

When you put the time in and use the Spear study club as a platform to connect with your GPs the results are phenomenal. It increases their loyalty. Not that that is the reason you do it—it just happens naturally. The sessions bring you together, but it's also the quality of the learning that allows people to see what your value is. They see the level of the material and they really begin to appreciate that you are all about quality.

*“The material in the lessons is always thought-provoking and inspires great discussions, and the cases reinforce the need for a team approach amongst disciplines. I feel like I am a part of a close group of colleagues who are growing together and I am seeing real improvements in my practice as a result. The Spear study club has without a doubt been one of the best educational experiences in my career.”*

**— DR. RAY FUNADA, STUDY CLUB MEMBER**

# SPEAR

FOR MORE ON SPEAR STUDY CLUBS, VISIT  
[SPEAREducation.com](http://SPEAREducation.com) OR CALL 1-855-773-2772.