

# THE ULTIMATE ORTHO HANDBOOK: THE SEVEN ESSENTIAL SUCCESS STRATEGIES THEY NEVER TAUGHT YOU IN DENTAL SCHOOL BY DUSTIN BURLESON

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*Amazon Best Selling Author of Stop Hiding Your Smile*

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## From the Author

As a published author, speaker and associate professor of orthodontics at the UMKC School of Dentistry and the Children's Mercy Hospital, Burleson stays up-to-date on the latest clinical treatment techniques and has committed to maintaining his practices as teaching practices. Burleson manages his practices in addition to coaching over 1,900 orthodontists spread throughout 23 countries. "I see a lot of orthodontists confused in the marketplace, without adequate support to achieve their dreams," says Burleson. "It's not their fault," he continues, "orthodontic residencies cannot adequately prepare doctors to run effective and efficient businesses. They are too busy teaching doctors how to straighten teeth." The difference between massive success and quiet desperation, Burleson says, "is the ability for smart orthodontists to recognize the ignorance we all have when it comes to running a practice and that we should all seek out professional support."

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## From the Back Cover

In **The Ultimate Ortho Guide**, Dr. Burleson will show you how to achieve the practice of your dreams without wasting another dollar on marketing or advertising. This is a must-read for anyone who has the desire to improve their practice without all of the fluff.

### About the Author

Dr. Dustin S. Burleson is a speaker, teacher, author and business strategist for hundreds of doctors located in seven different countries throughout the world. He writes and edits three newsletters monthly, is the director of the Rheam Foundation for Cleft & Craniofacial Orthodontics and operates a large multi-doctor, multi-clinic orthodontic and pediatric dental practice in Kansas City, Missouri. He is a champion of the private practitioner and has a long track record of helping orthodontists transform their practices and increase their impact on their families, employees, communities and the profession of orthodontics. Last year alone, his orthodontic marketing campaigns generated over \$300 million in revenue for his clients. When he is not working, you can find him on his sailboat, jumping out of airplanes, or racing exotic cars through the desert. In tightly-contested vote, he was recently named Best Dad in the World by two-thirds of his children.

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This is no ordinary practice management book for the average orthodontist doing just one job. This book is specifically for the doctor who wears many hats and understands that treating patients is the easiest part of his day. This book will help drastically re-engineer all of the things they never taught you in dental school but that you have likely been doing wrong for years. If the strategies in this book are applied faithfully, your practice will soar and your personal freedom and liberation from the wear and tear of running a practice will finally set you free to serve others with passion, make more money, give generously to your employees and community and create an amazing legacy in the process.

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3 of 3 people found the following review helpful.

A must read...

By Darin Ward

Dr. Burleson nails it with this book. His approach to succeeding in the business of Orthodontics is out of the traditional orthodontic box yet grounded in common sense and steeped with sound business fundamentals. My practice has benefited in more ways than I can list here from reading this book, applying the principles, and through persistent effort. A must read for the orthodontist and more important than ever for the orthodontic resident. Darin J. Ward - Orthodontist and chief dishwasher at Okotoks Orthodontics. .

2 of 2 people found the following review helpful.

A Must Read for Ultimate Success

By Lisa Grant

In The Ultimate Ortho Handbook, Dr. Burleson provides his incredibly valuable wisdom for all orthodontic specialists (although, any professional could benefit from reading it). Straight to the point, no sugar-coating, and definitely not for the faint of heart, this book lays the groundwork for true success in the Orthodontic practice and is super fun to read! Unlike many other practice management books, Dr. Burleson writes in a truly unique fashion, guiding the reader on the path to achieving true success, while getting better and better with each chapter! I especially love his references to companies such as Apple, Disney, the Ritz Carlton, along with a reference to the success of Hollywood celebrities, Judd Apatow and Woody Allen, which I enjoyed sharing with my daughter, a filmmaker in the makes! At the very end, Dr. Burleson provides a very special free gift to all of his readers! I only wish I had read this book about 20 years earlier!

2 of 2 people found the following review helpful.

Refreshing and spot-on

By Damon Janis

Wow, what a refreshing book! Dr. Burleson takes on the traditional belief systems orthodontists have about their business and challenges them head-on. For example one chapter is titled "Everyone is in Sales. Get Over It." This one is like a sweet slap in the face designed to wake you up -- "Congratulations, You're a Doctor. Big Deal."

The writing is concise and interesting. This is a handbook and won't take very long to read. The ideas he presents are spot-on and resonate with truth.

If you are stuck in your practice and want to get unstuck, this book will do it.

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