



HEARTLAND DENTAL UNIVERSITY  
**DOCTOR ACADEMY**  
COURSE GUIDE



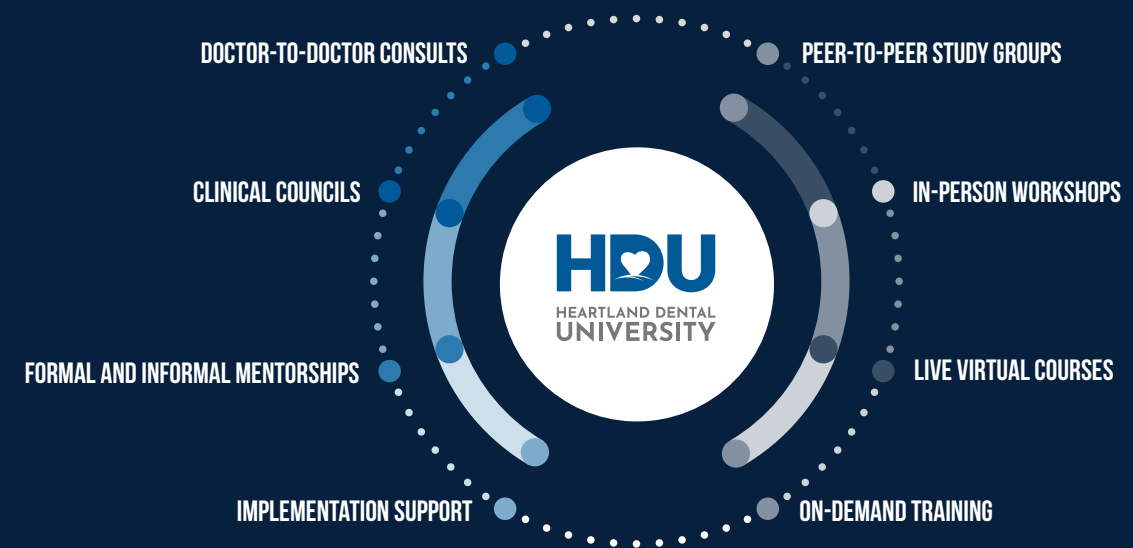
“**WHEN YOU COME TO HEARTLAND DENTAL UNIVERSITY, YOU GET ACCESS TO EDUCATION PATHWAYS THAT WILL EXPONENTIALLY INCREASE YOUR ABILITY TO TAKE CARE OF YOUR PATIENTS OVER THE COURSE OF THEIR LIFETIME AND ALL UNDER ONE ROOF.**”

**Dr. Anna Singh**  
SVP, Clinical Operations  
Heartland Dental

## WELCOME TO HEARTLAND DENTAL UNIVERSITY.

When you join a Heartland Dental supported practice, you join more than a network of doctors; you join a collective of professionals focused on what matters most: caring for patients.

Heartland Dental University was developed to provide opportunities to raise the standards for clinical care by empowering practitioners, like yourself, with a pathway to mastery so you can unlock your full potential as a doctor, a professional, and a team leader. By combining industry-leading educational resources with a continuum of learning that helps you grow over the course of your career, we're demonstrating our commitment to you and supporting your dedication to delivering lifetime patient care.



### A PHILOSOPHY OF LIFETIME CARE

Heartland Dental supports a lifetime care model that empowers and provides opportunities for supported doctors to take an advanced approach to dentistry. Heartland Dental University is designed to give you the skills you need to deliver long-term preventive patient care and maintenance for a lifetime of oral health.

# WHAT MAKES US DIFFERENT IS EVERYTHING.

From patient expectations to technology, dentistry is always changing. Our goal is to help you with opportunities to advance your skills to meet the industry where it's headed. Sure, you can get there on your own, but we'll provide opportunities to get you there faster.

The five-year Doctor Mastery Program curriculum focuses on three areas of training. Upon completion, supported doctors can achieve their Fellowship (FAGD) or Mastership (MAGD) awards with the Academy of General Dentistry and **receive a mastery bonus of up to \$250,000** from their supported practice.



## THE DOCTOR MASTERY PROGRAM



### MASTER NEW CLINICAL SKILLS

Stay at the forefront of dentistry as new techniques and technologies are developed.



### MASTER THE BUSINESS PRINCIPLES OF DENTISTRY

Learn everything you need to know about behind-the-desk matters, such as profit and loss statements and how to optimize your procedure mix for success.



### MASTER LEADERSHIP DYNAMICS

Discover how to establish a personal mission for your practice and increase your effectiveness as a leader in a collaborative environment that unleashes the power of your team.

Our curriculum offers a comprehensive and concentrated approach for supported doctors to become mastery-level clinicians and highly effective leaders so you can provide a lifetime of care to your patients, grow your teams, and build your practice into a thriving business in your community.

**10%** OF HEARTLAND DENTAL SUPPORTED DOCTORS CARRY A FAGD/MAGD STATUS COMPARED TO 2% OF THE ENTIRE DENTAL INDUSTRY.

## GROWING YOUR PRACTICE STARTS WITH GROWING YOUR SKILLS.

You learned the fundamentals of care in dental school. At this point in your career, your patients know you and trust you. Now, with Heartland Dental University, you can grow your skills by mastering the leading-edge procedures that today's patients need and ask for. And, the learning pathways you choose are entirely up to you.

EXPAND YOUR ABILITIES AND GAIN CONFIDENCE IN ADVANCED DENTISTRY IN ONE OF THE DOCTOR LEADER TRACKS:

ADVANCED SURGERY SEDATION CLEAR ALIGNER THERAPY ENDODONTICS

AESTHETIC DENTISTRY IMPLANT PLACEMENT AND RESTORATION AND MORE.

# FIND YOUR TRACK TO CLINICAL MASTERY.

At Heartland Dental University, supported doctors come to us at every career stage. That's why our Doctor Academy Tracks are flexible enough to meet your individual experience and aspirations. Our model is built on leading research into human behavior and the skills needed to shape effective leaders. This education plan supports your journey from a general practitioner to a doctor with mastery-level skills who can do more advanced procedures. The results, when applied to your practice, are more predictable and reliable outcomes, patient satisfaction, access to care, and operational excellence. Heartland Dental University Tracks are offered multiple times per year so you get a consistent learning experience.

SUPPORTED DOCTORS AVERAGE A **25%** INCREASE IN PRODUCTION AFTER COMPLETING THEIR FIRST YEAR, BENEFITING FROM HDU TRAINING AND HEARTLAND DENTAL NON-CLINICAL ADMINISTRATIVE SUPPORT.\*

\*2022 Heartland Dental supported doctor compensation data



“WHEN IT COMES TO OFFERING BUSINESS COURSES AND DEVELOPING THE SAVVY WITH WHICH WE CAN THEN GROW OUR PRACTICE, I THINK HEARTLAND DENTAL'S SUPPORT IS UNPARALLELED.”

**Dr. Magdalena Carolan**  
Heartland Dental  
Supported Orthodontist



“**WITH HEARTLAND DENTAL SUPPORT, YOU CAN GET YOUR FEET WET IN EVERY ASPECT OF DENTISTRY.**”

**Dr. Shazim Ashraf**  
Heartland Dental  
Supported Doctor

## OUR INVESTMENT IN LEARNING IS AN INVESTMENT IN YOU.

From course design to educational delivery, Heartland Dental has an entire department dedicated to learning and development. **Ranked in the top 5% by Explorance Metrics That Matter**, Heartland Dental University offers a level of instruction that is simply unmatched.

Heartland Dental is approved by the Academy of Dentistry's Program Approval for Continuing Education (PACE)

Hands-on, virtual, and on-demand learning environments

Regional live-patient and mentor-guided workshops

Post-class mentorship and peer-led study groups

**3** out of **4** supported doctors report increased productivity after attending an HDU course

**72%** of supported doctors see improved patient satisfaction after attending an HDU course

# LEARN MORE IN LESS TIME. ON YOUR TIME.

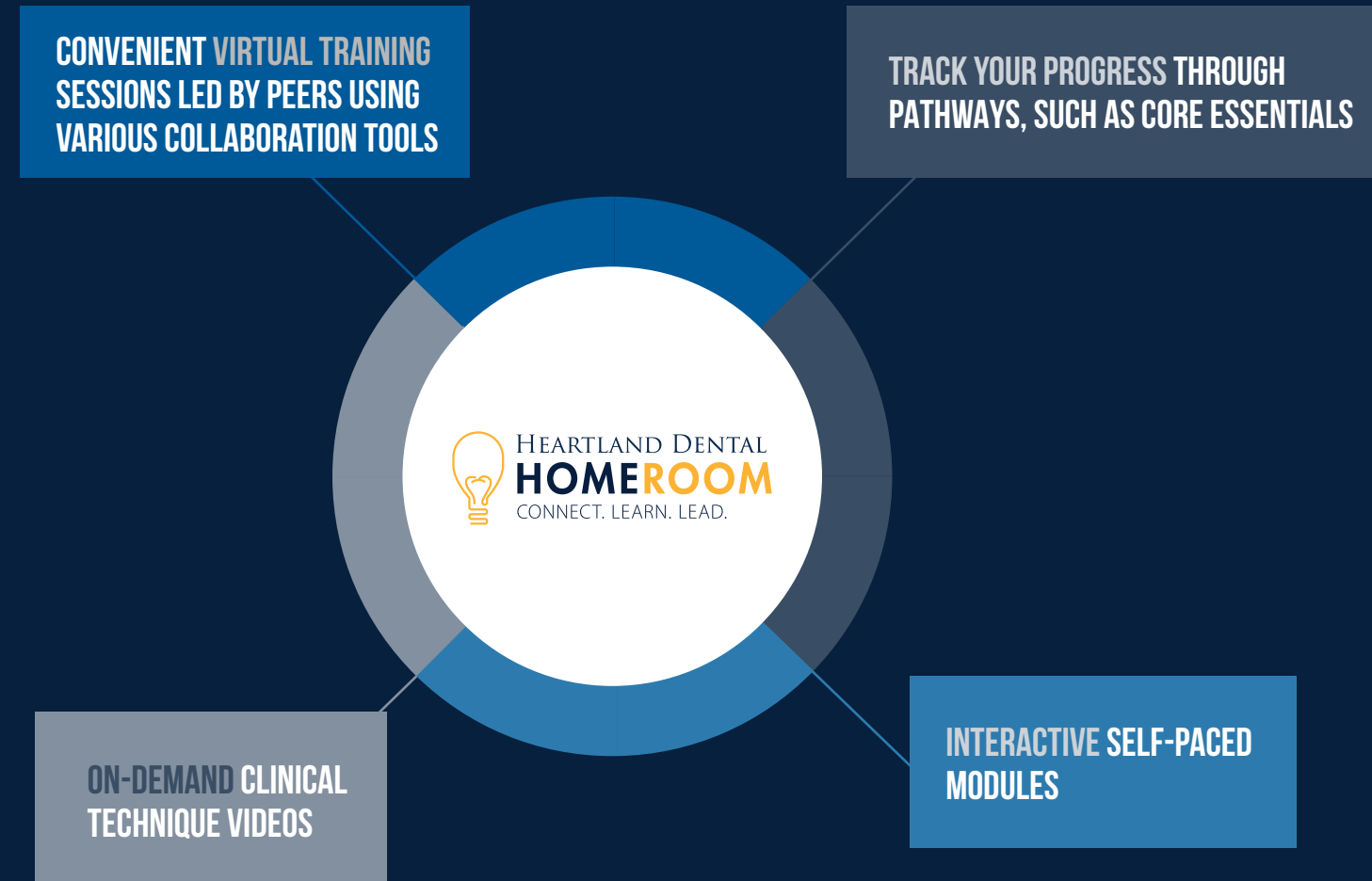
At Heartland Dental University, we employ a blended learning approach so you can fit the opportunity to learn into your already busy schedule. Our curriculum is composed of hands-on, virtual, and on-demand courses to maximize your learning experience and minimize your time out of the office.



| TRAINING SESSIONS   | LEARNING PATHS  | ON-DEMAND SESSIONS  |
|---|---|---|
| <ul style="list-style-type: none"> <li>• In-person and virtual instructor-led sessions</li> <li>• Learning incorporated into regional meetings and conferences</li> </ul> | <ul style="list-style-type: none"> <li>• Curated training courses and on-demand content</li> <li>• Downloadable materials and topic-specific videos for holistic, comprehensive learning</li> </ul> | <ul style="list-style-type: none"> <li>• Online training modules, viewable anytime</li> <li>• Pre-course work incorporated into your learning path</li> </ul> |

# WITH HOMEROOM, CLASS IS ALWAYS IN SESSION.

From the start of your first Core Essentials pathway, you'll have access to Homeroom, a robust learning management system that offers education on communication, leadership, business, and clinical efficiencies.



**75%** of doctors and team members access Homeroom monthly for resources and training.

**81%** of doctors and team members feel they learn new knowledge and skills while utilizing Homeroom.



## FIND YOURSELF IN THE HIGHEST COMPANY.

### LEARN FROM A NATIONWIDE NETWORK.

Your learning doesn't end when your class is complete. The Heartland Dental University Doctor Academy offers you access to a nationwide network of peers that will support you and help you throughout your career.

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Heartland Dental University **instructors are available** for pre- and post-class questions.

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All supported **doctors in our network can email peers** to ask any question.

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Doctors frequently **collaborate on case study reviews**.

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You can **join regional study clubs, workshops, and dinners**.

### HERE, THE RESOURCES OF OUR INDUSTRY COME TO YOU.

When you're a Heartland Dental supported doctor, the leading resources of the dental industry are always available.

**Get access to the extended learning community** of Dental XP to stay current on the latest trends in dentistry.

**Follow a Leadership pathway** with insights from partners, such as the Bell Leadership Institute.

**Implement leading-edge technology** with training directly from our Diamond Trusted suppliers.



“THE NETWORK OF DOCTORS SUPPORTED BY **HEARTLAND DENTAL** EMBRACES YOU FROM DAY ONE.”

**Dr. Michael Badger**  
Clinical Director  
Operations/Mentoring  
Heartland Dental



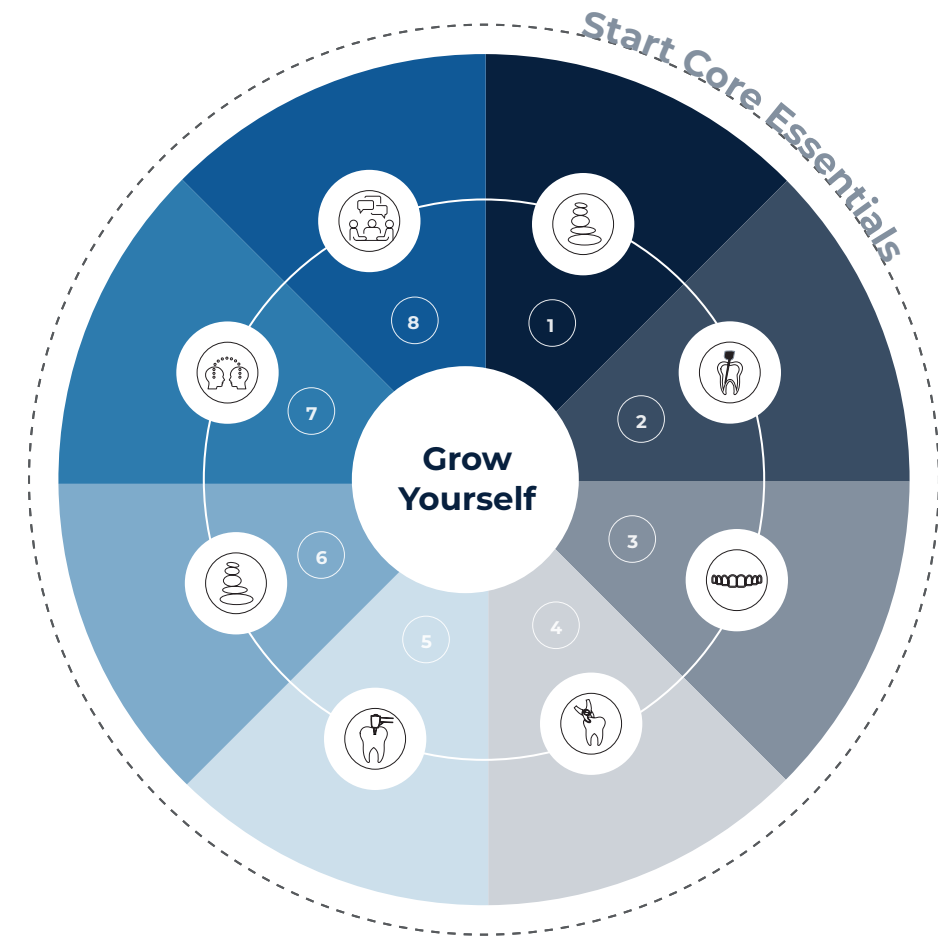
## YOUR CURRICULUM: DOCTOR LEADER TRACK I

During your first year as a supported doctor, you'll be invited to join Doctor Leader Track I. You will have access to mentors and experts along the way to expedite your learning. All newly supported doctors will be enrolled in the Doctor Core Essentials self-paced pathway.

While the number of courses you take in your first year may vary, most supported doctors typically follow the main curriculum of six lecture and tabletop learning courses and one hands-on workshop. To optimize their experience, most supported doctors partner with their regional manager of operations to plan and register for Doctor Leader Track I.

Supported doctors who complete the **Doctor Leader Track average 39% higher production**, thanks to their access to advanced training, peer study groups, and a broad mentor network.

## DOCTOR LEADER TRACK I



- 1 HEARTSTART
- 2 ENDODONTIC FUNDAMENTALS
- 3 INVISALIGN® FUNDAMENTALS
- 4 CLINICAL ESSENTIALS AND LEADERSHIP FUNDAMENTALS I
- 5 CLINICAL ESSENTIALS AND LEADERSHIP FUNDAMENTALS II
- 6 COMMUNICATIONS
- 7 CLINICAL FOUNDATIONS WORKSHOP
- 8 STUDY CLUBS

### STUDY CLUBS

Continue to grow your skills with mentor and peer support:

- Endodontics
- Clear Aligner Therapy
- Scanning

### GROW YOURSELF ON DEMAND

Strive for constant and never-ending improvement with:

- On-demand modules in the Doctor Electives section of Core Essentials
- Virtual Fireside Chat Series, a collaborative space where you can discuss an array of topics relevant to dentistry - on demand and on your time.



### 1. HEARTSTART

**Offered:** Quarterly

**Delivered:** In Person

**Audience:** Doctors

**16.5 CE Hours | Three-Day Course**

Throughout these three days, you will be introduced to the culture and core values of Heartland Dental. Plus, you'll meet the Senior Leadership Team, members of the Clinical Leadership Team, and other support office leaders as they share their thoughts on what keeps Heartland Dental on the leading edge of dentistry.

### 3. INVISALIGN® FUNDAMENTALS

**Offered:** Quarterly

**Delivered:** In Person | On Demand

**Audience:** Doctors and Teams

**8 CE Hours | One-Day Course**

Designed for dentists and their teams, this exciting one-day course sponsored by Align Technology Inc. gives you the clinical and operational training necessary to begin treating a broad range of patients with Invisalign. Learn the appropriate use of Invisalign to build your practice and enhance your patient care.

### 6. COMMUNICATIONS

**Offered:** 10-12 Times per Year

**Delivered:** In Person

**Audience:** All Positions; PMO Support Recommended

**11 CE Hours | Two-Day Course**

This powerful two-day adventure takes teams through an interactive demonstration of the "13 Dots," the communication flow for consistent and predictable patient care. You'll learn the why behind it and see how consistent communication between team members and patients can take your practice to the next level. You'll also discover opportunities for communication growth in your personal life!

### 2. ENDODONTIC FUNDAMENTALS

**Offered:** Quarterly

**Delivered:** In Person | Virtual

**Audience:** Doctors; Dental Assistants (Virtual Only)

**11 CE Hours | Two-Day Course**

Gain the skills to treat more and refer less. Learn today's principles of instrument design that affect efficiency and safety, practice techniques that will allow you to comfortably maneuver around challenging curves, create an ideal glide path, and avoid post-treatment disease. You'll leave this course with a clear plan for successful outcomes through case selection, proper diagnosis, and technique, and you'll be on the leading edge of dentistry.

### 4. & 5. CLINICAL ESSENTIALS AND LEADERSHIP FUNDAMENTALS I & II

**Offered:** Quarterly

**Delivered:** Two-Part-Series | In Person  
On Demand | Hands On

**Audience:** Doctors; Dental Assistants and PMOs (Virtual Only)

**24 CE Hours | Two-Day Lectures**

Discover real-world clinical, business, and leadership techniques emerging in today's dental industry. Taught by Heartland Dental clinical mentors and industry leaders, be prepared to engage in interactive lectures, peer-supported breakouts, and tabletop, hands-on training in Oral Surgery and Restorative Dentistry. New graduates can expect to grow years ahead of their peers in a matter of months. Experienced doctors will be able to calibrate goals and exceed personal expectations this year!

### 7. CLINICAL FOUNDATIONS WORKSHOP

**Offered:** Two Times per Year | Spring and Fall

**Delivered:** In Person Regionally

**Audience:** Doctors; Dental Assistants

**5 CE Hours | One-Day Course**

Gain hands-on experience with your own patients and learn simple, efficient procedure steps along with your peers. Led by clinical mentor doctors, the workshop procedures include molar root canal therapy, crowns and buildups, and atraumatic extractions.

### WINTER CONFERENCE (Offered Once per Year)

**Offered:** Yearly

**Delivered:** In Person

**Audience:** Doctors and Executive Leadership

**Up to 12 CE Hours | Two-Day Course**

Join Heartland Dental supported doctors, operations leaders, and invited guests to experience a dental conference like no other. Hear from industry leaders, network with peers, and discover what's in-store as Heartland Dental and its network of clinicians work together to shape the future of dentistry.

**Find out more:**

<https://winterconference.heartland.com/>



FUNDAMENTAL COURSES



ADVANCED COURSES



MASTERY COURSES

### Endodontics

#### ELEVATE ENDODONTICS



**Offered:** Two Times per Year | Spring and Fall

**Delivered:** In Person

**Audience:** Experienced Doctors

**12 CE Hours | Two-Day Course**

Considering including more endodontic procedures into your successful practice? We'll take you through each procedural step and support you in finding opportunities to incorporate endodontics into your active schedule — to help take your practice to the next level.

### Implants

#### IMPLANT CONTINUUM AND WORKSHOPS



**Offered:** Spring and Fall

**Delivered:** In Person

**Audience:** Doctors and Teams

**19 CE Hours | Two-Day Lecture | Two Workshops**

Past participants have said this course provides the three C's of training: complete, concise, and condensed. In just two days, doctors and dental assistants will learn principal concepts in implant dentistry, coupled with tabletop hands-on experiences and regional live-patient workshops. Leave equipped, technically and emotionally.

### Lasers

#### LASER FUNDAMENTALS



**Offered:** 10 Times per Year

**Delivered:** In Person | Virtual | On Demand

**Audience:** Newly Supported Doctors and Hygienists Who Are Current Laser Owners

**12 CE Hours | One-Day Course**

Get ready to make waves by changing the way you practice forever. For teams that have not been trained or that need a refresher, learn what the dental laser can and cannot do through a clear understanding of the basic science. Explore the various billable clinical applications of dental lasers in operative and periodontal treatment through hands-on training. You'll leave this course ready to take your patient care to the next level — and earn industry standard level certification by the Academy of Laser Dentistry.

### Restorative

#### AESTHETIC CONTINUUM



**Offered:** One Time per Year

**Delivered:** In Person | Virtual | On Demand

**Audience:** Doctors; Dental Assistants

**25 CE Hours | Three-Day Lecture | Two Workshops**

Learn the principles of cosmetic dentistry, including diagnosis, case selection, dental materials, preparation design, impression technique, temporization, cementation, occlusion, and photography. Apply these principles with live, hands-on, one-on-one training by a clinical mentor close to home.

### Endodontics

#### ADVANCED ENDODONTICS



**Offered:** Two Times per Year

**Delivered:** In Person

**Audience:** Experienced Doctors Who Have Completed Endodontic Fundamentals and Elevate Endodontics

**12 CE Hours | Two-Day Course**

Take your endodontic skills to the next level! Learn how to navigate retreatment and the crazy curves, and complex anatomies that you may have referred out in the past.

This course is designed for the clinician with a successful practice that includes endodontics, who is doing at least 10 endodontic treatments per month on their own but still referring complex cases and retreatments. The course will take you through each step of the procedure, introduce new tools and techniques, and help you build the confidence you need to care for complex endo patients.

### Lasers

#### LASER DISTRIBUTION



**Offered:** Two Times per Year

**Delivered:** In Person | On Demand

**Audience:** Doctors; Hygienists

**12 CE Hours | One-Day Course**

Get ready to make waves by changing the way you practice forever. For teams obtaining a new laser, learn what the dental laser can and cannot do through a clear understanding of the basic science. Explore the various billable clinical applications of dental lasers in operative and periodontal treatment through hands-on training. You'll leave this course ready to take your patient care to the next level — and earn industry standard level certification by the Academy of Laser Dentistry.

### Orthodontics

#### TAKE FLIGHT



**Offered:** Two Times per Year | Spring and Fall

**Delivered:** In Person

**Audience:** Doctors and Teams

**13 CE Hours | Two-Day Course**

Designed for Invisalign®-certified dentists and their teams who have high-treatment planning with low-case acceptance, this exciting course will help you take flight with your Invisalign knowledge and boost your case acceptance.

### Restorative

#### FULL MOUTH SOLUTIONS



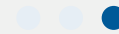
**Offered:** One Time per Year

**Delivered:** Virtual | Four-Part Series

**Audience:** Experienced Doctors Who Have Completed the Aesthetic Continuum

**7 CE Hours**

Learn how to manage complex restorative cases from start to finish. This course covers Smile Design principles, Occlusal Management, long-term provisional techniques, treatment planning, and case presentation.



FUNDAMENTAL COURSES



ADVANCED COURSES



MASTERY COURSES

### Leadership

#### BELL LEADERSHIP ACHIEVERS I

**Offered:** Monthly

**Delivered:** In Person | Virtual

**Audience:** Doctors Supported 1+ Year, Managers, and Upper Management

**17 CE Hours | Three-Day Lecture**

This “life-changing” program is designed to help you lead like the best in the world with a deep understanding of your personal strengths, weaknesses, and motivations gathered through 360-degree feedback. Use a proven framework to help recognize and immediately implement highly effective leadership techniques.

### Leadership

#### BELL LEADERSHIP ACHIEVERS II

**Offered:** Four Times per Year

**Delivered:** In Person | Virtual

**Audience:** Doctors

**Prerequisite:** Previously Taken Achievers I (18 Months Prior)

**17 CE Hours | Three-Day Lecture**

This course targets the skills required to achieve great results through leading and relating to others. Leveraging your learning from Achievers I, expand your understanding of the specific behaviors required to build your influence with others and drive impactful results.

### Leadership

#### BELL LEADERSHIP ADVANCED COMMUNICATION

**Offered:** Two Times per Year

**Delivered:** In Person | Virtual

**Audience:** Doctors Supported 1+ Year, Managers, and Upper Management

**Prerequisite:** Previously Taken Achievers I

**17 CE Hours | Two-Day Lecture**

Learn strategies to help you build mastery-level communication skills and leave with tangible concepts to implement immediately.

### Sedation Dentistry

#### SEDATION SYMPOSIUM

**Offered:** One Time per Year | Summer

**Delivered:** In Person | Virtual

**Audience:** Doctors and Teams

**10-12 CE Hours | Two-Day Course**

Ready to take on the No. 1 reason why patients neglect completing necessary dental treatment? Dental fear! During this program, you and your team will learn or refresh your knowledge in patient selection, pharmacology trends, and managing airways. Build confidence as a team with scenario-based hands-on medical emergency drills and practice readiness stations to review proper equipment. Whether you are currently certified or are just considering sedation, this program is for you.

### Sedation Dentistry

#### ACLS TRAINING

**Offered:** Two Times per Year

**Delivered:** In Person

**Audience:** Doctors

**Prerequisite:** Follow state requirements

**4 CE Hours | Half-day Lecture**

This hands-on course provides updated information on protocols and advances in emergency response techniques while meeting your recertification needs. Using state-of-the-art simulation tools, you will review the critical skills needed to respond to respiratory failure, airway obstruction, cardiac problems, and anaphylaxis.

### Sedation Dentistry

#### ORAL SEDATION CERTIFICATION

**Offered:** Two Times per Year

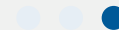
**Delivered:** In Person

**Audience:** Experienced Doctor and/or Previously Attended Sedation Symposium

**Prerequisite:** Follow State Requirements

**24 CE Hours | Four-Day Lecture**

Get ready for a well-rounded curriculum that combines academic literature with real-world experience to prepare you to offer safe anxiety control services to your patients.



FUNDAMENTAL COURSES



ADVANCED COURSES



MASTERY COURSES

# PUT YOUR TEACHINGS INTO PRACTICE WITH OUR DOCTOR LEADER PROCEDURES TRACK.

Doctors and clinical team members have the opportunity to enhance their clinical skills by participating in hands-on training using the latest techniques in a variety of dental procedures. The clinical training team guides the learning experience by simulation of tabletop exercises during lectures and will help further skill-building through over-the-shoulder live-patient experiences in such areas as endodontics, implants, aesthetics, and oral surgery.



AESTHETIC CONTINUUM

IMPLANT CONTINUUM

CLINICAL FOUNDATIONS WORKSHOPS

LASER FUNDAMENTALS

## COMING IN 2024: DOCTOR LEADER TRACK II

This will be an opportunity for supported doctors and their team members to thoughtfully review and become well versed in the Heartland Dental systems. This is a customized pathway, developed through self-discovery of your motivations, interests, and skill gaps. It includes opportunities to grow along with your team. Prepare to achieve high-level success with Heartland Dental fundamental systems and get on a path from good to great.

### COURSE TOPICS INCLUDE:

- **Discovering your leadership opportunities**, taking full advantage of available Heartland Dental systems
- **Embracing ways to close the implementation gaps** in fundamental systems to achieve higher case acceptance
- **Learning to positively influence others through self-growth** and the utilization of resources to strengthen culture
- **Advanced clinical topics**, such as oral surgery, removable prosthodontics, and more



HEARTLAND DENTAL  
UNIVERSITY

Always learning. Always leading.