

THE BEGINNING

After graduating from the University of Michigan in 2010, I entered into private practice as an associate. The practice was a terrific place, well run from a business perspective. All our numbers were perfectly in balance with what every accountant or practice management firm would tell us they should be. The practice was well established, had an amazing team in place, and a great reputation in the community.

After about a year, I began to find the drill-and-fill, single tooth “fix what’s broken” style of dentistry to be frustrating. Some bite splints worked, some didn’t. Crowns were easy, but every so often, something just wasn’t right. More concerning, I found it boring. After only about a

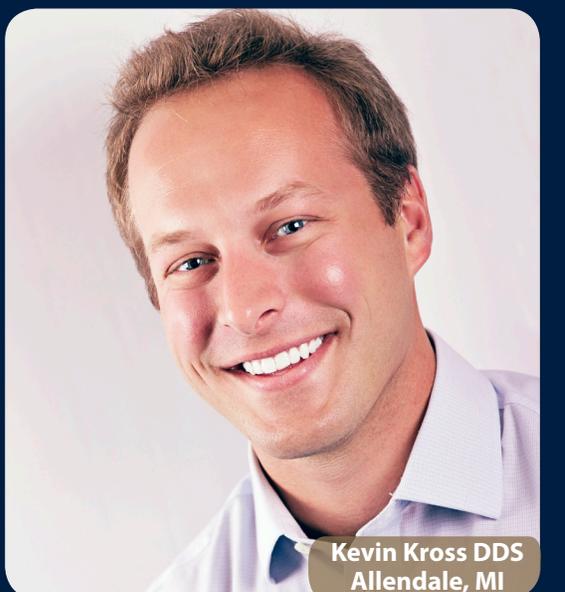
year and a half into my career, I began to question whether or not putting porcelain over broken teeth was worth 8 years of college and a substantial amount of money.

“YOU BEGIN TO SEE REASONS FOR THE MALADIES FACING YOUR PATIENTS, WHEREAS MOST OF THE TIME, IT GOES UNDIAGNOSED, UNNOTICED.”

“WHAT WOULD I DO IF I WAS GUARANTEED NOT TO FAIL?”

Dr. Kevin Kross received his BS in Biomedical Science from Western Michigan University and graduated from the University Of Michigan School Of Dentistry.

Since graduation, Dr. Kross has maintained professional affiliations with The American Dental Association, Michigan Dental Association, and also serves as an adjunct faculty member with the University of Michigan providing education to current students and dental care to underserved populations throughout Michigan.



Kevin Kross DDS
Allendale, MI

THE CAREER-CHANGING JOURNEY

I was discussing my concerns with a colleague and great friend of mine, who was in a similar situation. Fresh out of school, working as an associate, dealing with the same frustrations. It was the dead of winter in Michigan, so we decided to pick a CE course somewhere warm, play a little golf, and see if we could pick up a few pearls. Little did we know that decision started what turned out to be a life-altering, career-changing journey.

Over the next 15 months, we completed the entire curriculum at The Dawson Academy. To say I have improved what we do on a day in day out basis is a gross understatement.



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STUDENT SUCCESS PROFILE

Almost immediately after returning from Seminar 1, it changed the way I looked at cases, looked at patients, and went about diagnosis.

All of a sudden, as a practitioner, you begin to see reasons for the maladies facing your patients, whereas most of the time, it goes undiagnosed, unnoticed. The level of confidence and understanding gained through completing the core curriculum at The Dawson Academy is immeasurable, and as most of the other students told us at every course, I feel very fortunate to have done it so early in my career.

MOTIVATING SUPPORT

Aside from the actual dentistry, the faculty you meet are, in a word, inspirational. Not only do you learn from people practicing on real world patients, they challenge you to develop and attain exactly the life you want to live.

When I attended the second hands-on course, I had really grown weary of my current position as an associate in that big practice. I was discussing implementation of this Complete Care dentistry into an old practice entrenched in insurance and single tooth dentistry.

I am forever grateful for Dr. Glenn DuPont asking me what I would do if I was guaranteed not to fail. This really struck a chord with me, because I think it is easy to be paralyzed in a comfortable place, settling for 'good enough'. A couple months after that conversation, I quit my job, bought a new practice, and have spent the last year modeling it into a Complete Care dental office, with the goal of becoming the 'go-to' practice.

PRICELESS INVESTMENT

As a private practice dentist, devoting time to CE can be a difficult decision. Time away means production lost, travel and tuition can be expensive,

and leaving family behind is a strain many of us don't need. I can say without reservation, the time and money spent with the Dawson Academy has absolutely transformed how I practice, and I believe it's one of the best investments a dentist can make.

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800.952.2178

390 4TH STREET NORTH, SUITE 200 ▲ ST. PETERSBURG, FL 33701-2802

PHONE: 727.823.7047 ▲ FAX: 727.821.0482 ▲ EMAIL: INFO@THEDAWSONACADEMY.COM

Florida • Virginia • United Kingdom • Illinois • California • Japan • Colorado