

Maximum Case Acceptance System Delivering Record Results in the Heart of the Housing Bust

The maximum case acceptance program has helped me to increase the number of big cases I treat! After spending years learning to treat complex interdisciplinary dental problems, I wanted to be able to implement what I had learned. The maximum case acceptance program from James McNally helped me increase the number of those cases.

It wasn't easy implementing everything that this program has to offer but **nothing of great value is easy**. I spent almost a year going through the program. I learned exactly what to send in the information packet to the prospective patient when they call us, and how important it is to properly prepare the prospective patient for their 1st appointment.

I learned how to have effective consultations with my patients. With the systems taught in this program and with staff training, I learned how to put together consultations and case reports with less time and energy. I learned the nuances of how to discuss treatment with new patients versus existing patients. The Maximum Case Acceptance Program is a complete system to help an ethical quality minded dentist increase case acceptance. I believe I have been able to help more dentally disabled patients achieve long-term oral health by implementing what was taught to me in this program.

The Maximum Case Acceptance System is a step-by-step system that is not a bunch of theory. It does not require you to memorize scripts or become a slick, fast talking salesman. It does not teach high-pressure techniques, or any form of manipulation. James has tested and improved his materials with the kind of dedication that you don't see very often.

Saying yes to a large treatment plan involves a multi step buying process, and the multi step buying process requires a systematic approach! James unravels the mystery of explaining complex dental treatment plans in a way that a patient can fully understand and accept your finest care.

The **case reports** that are created to give to a patient set me apart in such a unique way that I almost welcome 2nd opinions. I know that the other doctors will not present such a thorough understandable and professional approach to their dental needs.

James has done a great job with the maximum case acceptance coaching program!

Going through the program in 2009 helped me focus on all of the facets of case acceptance from the 1st phone call to the completed treatment consult where the happy patient gladly gives you a wonderful testimonial.

Some of the most important concepts that I learned include:

- ⇒ How to create a “BODY OF EVIDENCE” to send to the patient in order to prepare them for that 1st visit.
- ⇒ I learned how to fix the problem I had of giving away my time and energy with free consultations that ran into too much of my time.
- ⇒ I learned what was important to present to a patient, and I learned what things to avoid discussing.
- ⇒ There is definitely a science to presenting large treatment plans and helping a patient truly understand what their dental problems are and what their options include.
- ⇒ The program helped me eliminate the confusion that happens when a complex case is presented to a patient. This is important because when someone is confused, that person will not take action. They will not make a decision.

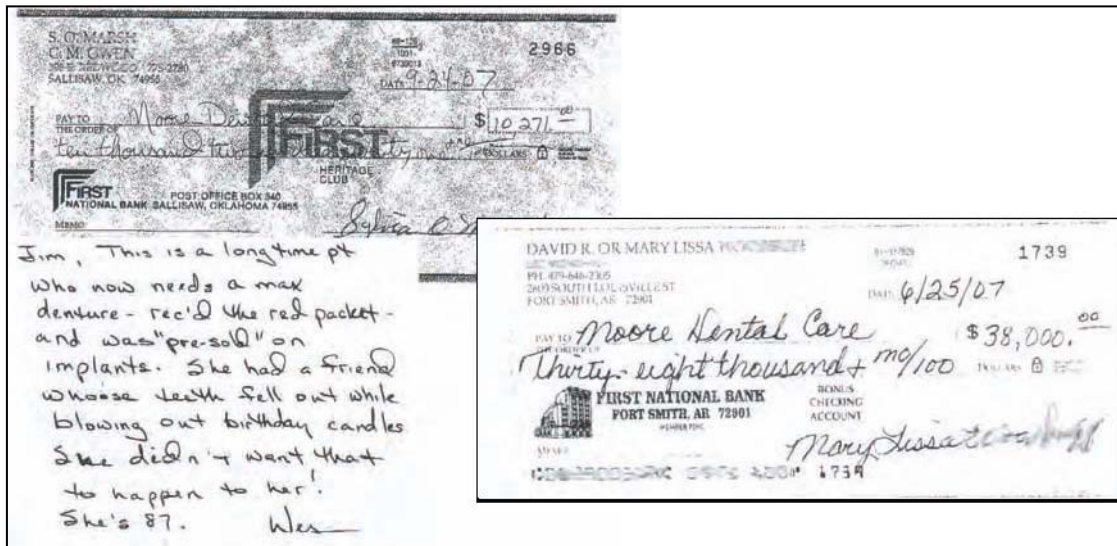
I believe that if a doctor is interested in doing complex case dentistry, he or she will benefit from the Maximum Case Acceptance System. It will not happen without a solid commitment and a lot of work, but this program will prevent you from spinning your wheels and it will give you the tools you need to succeed.

I recommend the maximum case acceptance program to any dentist that is willing to put in the time and energy needed to create something of value for him or herself, for the patient, and for the practice.

Dr. Scott R., Southern California, Ground Zero of California Sub-Prime Wasteland, Kois Center Mentor.

*“Within 45 days of hearing Dr. McAnally speak at the ICOI meeting, I took two of the secrets he shared back to my private practice and **closed two cases for over \$50,000 each.** I’ve gotten my guaranteed increase in my practice from the Elite Program even **BEFORE** I attended the first Session. The “case acceptance” packet alone has pre-sold several \$10K cases for me. Below is one of the most recent checks from a Big Case!”*

Dr. Wes Moore, Ft. Smith, Arkansas



“I have just completed Dr. James McAnally’s Case Acceptance Program. For the first time, I am going home with tangible, organized steps and systems to immediately implement increasing case acceptance on large profitable treatment plans. I would high recommend his ethical selling system to any dentist who would like to raise their practice to the next level. He truly is the ‘Warren Buffet of dental marketing.’”



Dr. Lanny L. Lesser, Huntington Woods, Michigan

Note from Mamimum Case Acceptance Coaching participant:

“You (Dr. Larry Brooks) and James are doing a great job. Thanks!!

Numbers that I did NOT want to share publicly (Dallas is too competitive for that!) include 2 cases last month \$29K and another for \$32K.

*1 Doctor, 5 teammates(2hyg) produce/collect 195K/month on 29hrs of patient care/week. **DDS, Dallas, TX***

**Nader Bazzi, D.D.S., F.I.C.O.I., Rima Bazzi, D.D.S., Ronny Hourani, D.D.S.
Contemporary Dentistry & Implantology, P.C.**

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September 2, 2008

Dear Dr. McAnally,

As you are aware, I have been a member of your Big Case Marketing program for the past 22 months. All I can say is "WHAT A RIDE it has been"! You are totally correct in saying our colleagues will seek courses to learn the best techniques and advanced procedures, and may be clinically excellent in everything they do, BUT very few of us will go out and educate ourselves in the marketing aspect of attracting those patients who require our specialized services. What a waste of talent, time, and money!

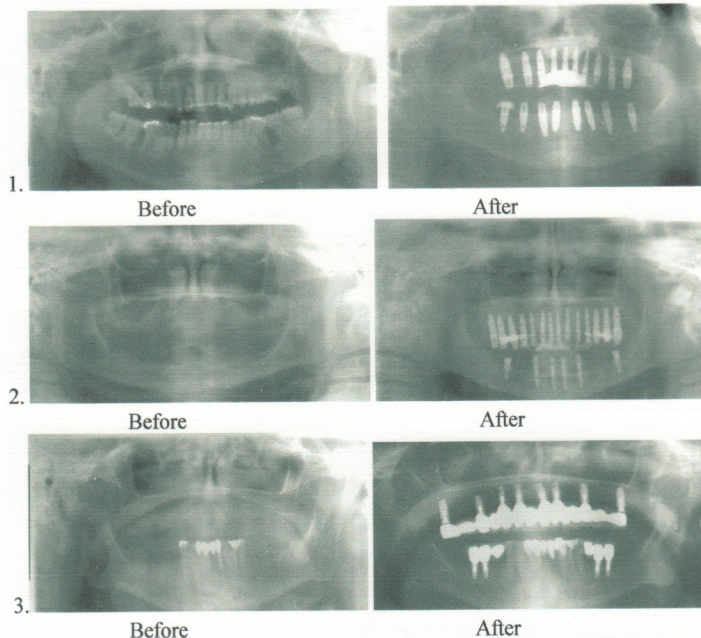
Since you like statistics, let me share my success. I started your program in late 2006. At that time I had a somewhat small implant practice within my general practice. The following figures apply only to the implant practice portion:

2006	\$197,930	
2007	\$447,321	An INCREASE of 126%
Jan. thru Aug. only 2008	\$523,325	Already a 17% INCREASE over 2007 in 8 months

The numbers speak for themselves. I am ecstatic at the results so far. Not only was I able to increase profitability for my practice, I was able to deliver superior treatment and services where ultimately my patients benefited immensely. I tried to market my ads to zero in on the demographics of those most likely to benefit from dental implants, but really they came from all over the map, often patients driving as long as four hours to reach my office. There is no way I would have been able to provide these services without marketing.

Also, the figures listed above do not reflect the general dentistry revenue that was gained through the marketing and referrals generated by those patients. I consider them a bonus! In the beginning, my staff and I had to work very hard to implement your program, but once it was accomplished, what a pay off! I firmly believe in the Big Case Marketing Program and my office is proof that it works!

Here are some panoramic x-rays of the cases I have done very recently for your review.



I have recently completed my requirements at the prestigious I.C.O.I. for the Diplomate status and I honestly believe I would not have gotten all the cases needed without the surge of BIG cases that Big Case Marketing has generated to my office.

I wish you all the best and I am forever grateful to you for your marketing skills and my continued success.

Amicably yours,

Nader Bazzi, DDS, DICOI

“I found the Elite Program to be excellent. James is extremely well organized and the handouts/materials from the first session were WORTH the price of admission along.



I joined to learn how to get more of the big cases in my office as my favorite thing to do these days, is to take a denture wearer and give them fixed teeth again. It changes their life forever and I like to participate and without this Program my goal in this area simply wouldn't have been possible.

There is minimal risk. I have sold two \$30K+ cases this week and had my first 200,000 month this year thanks to these cases. I am in various stages of seven full arch implant supported bridges right now at about \$30k + each as a result of what I have learned directly from James.

[Several months later: We just had our biggest month over \$210K production, \$240K collection.]

The marketing theory, ads, and case acceptance systems have been as promised. My only regrets are thinking of all the cases that were under-presented and those patients now have less than what dentistry could have done for them.”

Dr. Greg Sawyer, Los Gatos, CA

Maximum Case Acceptance Coaching Program Member:

“James: I closed a \$20,000 and a \$10,000 case this week after completing the Case Acceptance training. I don't even have all my Systems in place!”

Dr. Ivan E. Terrero, Bonita Springs, FL



"The Big Case Marketing Maximum Case Acceptance Program excels at focusing in a very systematic approach to selling complex dentistry.

The course materials are arranged in a logical manner and offer the repetition of principles necessary to build upon themselves. It helped me to present treatment plans involving complex options and in making them easily understood by the patient.



On a personal level, several patients that I figured would "not follow through" wrote a large check (5 figures) up-front before any treatment began.

By following the outline of steps offered in James' System, I have eliminated most of the time previously wasted with people who came in for consultation with no ability or desire to proceed with treatment!"

Dr. Mark Cohen, L.A., Periodontist

"Until the patient says YES, nothing else matters' I live by and believe that whole heartedly! In that regard, I have taken just about every case presentation program out there and have literally 4 3" binders of material over the years with much of it helping me hone my face to face skills with the patients. Of all the courses taken, the **one that** stands out the one that most impactful is Dr. James R. McAnally's program: **Maximum Case Acceptance Coaching Program**. Why? Because it is a complete system.

While you are left to implement the material/program, you can do so at your pace (how "hungry" are you, right?). Unlike most (all) the other programs you are NOT left to fill in the blanks... to figure out the missing pieces. There is not this "scarcity mentality" so prevalent in the dental teaching circuit nor is **this program** a "half-baked" idea, full of promises with absolutely not sustenance ...the one coming to mind starts with the letter "D"... but alas, I digress and is another topic all together...for another time.

Dr. McAnally has put together tried and true strategies, protocols, systems that are effective. Read: they work!

Having been burned by a recent "promise-the-moon-but-am-out-to-take-your-money-"D"-program", I can say that while I was hesitant, I was not skeptical, due in large part to the various testimonials and calls that I made to ascertain the truth of this program. I have NOT been disappointed and would encourage EACH of you, regardless of your experience, verbal skill level, etc. to "jump on this". You've poured \$\$ into your clinical training. It is time to get it "off the shelf" and into the mouths of patients deserving of you care.

Getting to YES is the goal, linking up with Dr. McAnally is the path.

Joseph M., DDS Dallas, TX (Crown Council Member)

Letter to Dr. James McAnally, CEO, Big Case Marketing

*It will be one year for me a since I became an Elite member of **Big Case Marketing** and what a year!!!*

Prior to becoming an Elite Program member,, I thought I had a productive, successful, and a profitable practice. I thought I was doing the right kind of marketing and had the “right” patients in my practice. However, you don’t know what you don’t know. I was in a state of unconscious incompetence.

What I have learned from you in this past year will never be taught in any ADA, AAID, ICOI, or AGD meetings!

Everything you teach Big Case Marketing, works! *From external marketing (making noise in the market), to bringing in the patients (dental disasters and fearful), and then ethically selling to them.*

The sales funnel you teach really works. Many mouth these concept but few seem to deliver on it.

It ALL works. *The SALES systems that are utilized by the team to capture the leads, the behavioral based phone slips you developed with Chris Mullins via the Phone Program really work too.*

Thanks to our change in how we look at promotion, the patients are coming into our practice from everywhere!!

*I was amazed to see that **my implant & sedation cases were up 400% since I joined your Big Case Marketing program** while my overall practice maintained itself in general routine cases. Now mind you, this was in the midst of elections, recessions, depressions, Wall Street melt downs, housing market crashes etc, etc.*



Also, a big credit goes to Dr. Larry Brooks and the Smile-Vision team for making sure the simulations come in like clockwork.

Thanks again for the great service you and your great team!

Irfan Atcha D.D.S. NW Indiana, Chicago Downtown

Alaska Advanced Dentistry

6917 Old Seward Highway
Anchorage, Alaska 99518
907-522-3633 phone 907-344-1737 fax

FAXFAX**FAX**FAX**FAX**

Date: MAY 27, 2009

To: Nevert Boraie

Attention:

Fax Number:

Page(s): 2

Re:

Message:

Hi Nevert,

Following is a copy of the
payments a patient made about
a week ago for his treatment. It
totals: \$39,853.00 + \$8,000.00 = **\$47,853.00**
(check) (Credit Card)

Tell Dr. McAnally + your staff, thank you,
for the training! Take Care, Dr. Klump

ALASKA ADVANCED DENTISTRY
6917 OLD SEWARD HWY
ANCHORAGE AK 99518
907-522-3633

XXXXXXXXXX02192 0602
DATE 05/15/09 TIME 12:26 PM

ITEM: 003 VIS SALE OP: 00
ACCT: XXXXXXXXXXXX0817 EXP XXXX S
RESP: AUTH/TKT 035188

TOTAL: \$8000.00

I AGREE TO PAY ABOVE TOTAL AMOUNT
ACCORDING TO CARD ISSUER AGREEMENT
(MERCHANT AGREEMENT IF CREDIT VOUCHER)

SIGNATURE

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