

# Getting there is easy when you have access to the right tools

Patient to Practice. Practice to Personal Prosperity.

## GPS for Success: Growth and Planning Strategies to Improve Your Practice™



GPS for Success™ will teach you how to:

- Build long-term client relationships
- Transform economic threats into opportunities
- Make room for growth by “de-cluttering” the marginal or ineffective
- Build your resilience muscle to transform uncertainty into confidence, fear into action, and adversity into advantage
- Position yourself ahead of the competition during economic downturns and prepare for exponential growth in the upswings
- Recognize that yesterday’s thinking and strategies will not address today’s challenges
- Capitalize on the multimillion dollar difference in a transition
- Address who you are with your money
- Identify what is stopping you from going forward
- Define success and fortune on your terms
- Eliminate economic stress
- Avoid panic and emotional financial decisions
- Spend less than you make
- Earn more than you spend
- Invest the balance

And Ultimately... Achieve Economic Freedom

### Meet the Mercer Advisor experts

Mark T. Murphy, DDS, FAGD  
Lead Faculty of Practice Management

Mark Murphy is the Lead Faculty for Practice Management at Mercer Advisors. Mark graduated from UDM School of Dentistry in 1981, taught Anatomy and Crown and Bridge part time for several years, and practiced general dentistry in Rochester, Michigan. He has served on the Visiting Faculty of The Pankey Institute for Advanced Dental Education since 1991 and on its Board of Directors and Trustees until taking a full-time role with them during 2005 and 2006.

Howard M. Rochestie, J.D., L.L.M.  
Executive Vice President and Co-Founder

Howard Rochestie is one of the nation’s premier experts in teaching others how to optimize their personal, professional, and financial lives, and he has been instrumental in guiding thousands of dentists, physicians, and other business professionals across the country in their efforts to optimize their financial future.

Mercer Global Advisors Inc. is registered with the Securities and Exchange Commission and delivers all investment-related services. Mercer Advisors Inc. is the parent company of Mercer Global Advisors Inc. and is not involved with investment services.

Build a beautiful relationship with your patients, practice, and personal prosperity.

#### Patient to Practice

Practice Process Improvement and Profitable Behaviors

- Hygiene Retention
- Patient Value
- Hourly Production
- Case Acceptance
- Hidden Practice Opportunities

#### Practice to Personal Prosperity

Financial Planning Improvement and Profitable Decisions

- Dentistry in Today’s Economic Environment
- Leadership and Management
- Vision and Strategic Planning
- Changing Behavior for Results
- Economic Challenges and Opportunities
- Ten Rules of Investing
- Planning for an Eventual Transition
- Building the Ideal Practice and Life Utilizing 360° Planning®

### ATTEND GPS FOR SUCCESS

September 24–25, 2010  
Westin Southfield  
Southfield, Michigan

Tuition  
Doctors: \$199\*  
Additional Staff: \$99

10 CE  
Credits

Call 877.246.0921 to register.

Attendees will receive a custom, complimentary *Opportunity Analysis Report* identifying gaps and economic improvement opportunities unique to your practice.

\*Doctor’s tuition includes spouse or office manager at no additional charge.

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