



DR. BILL SIMON  
Dental Advisor

# Speaker Packet

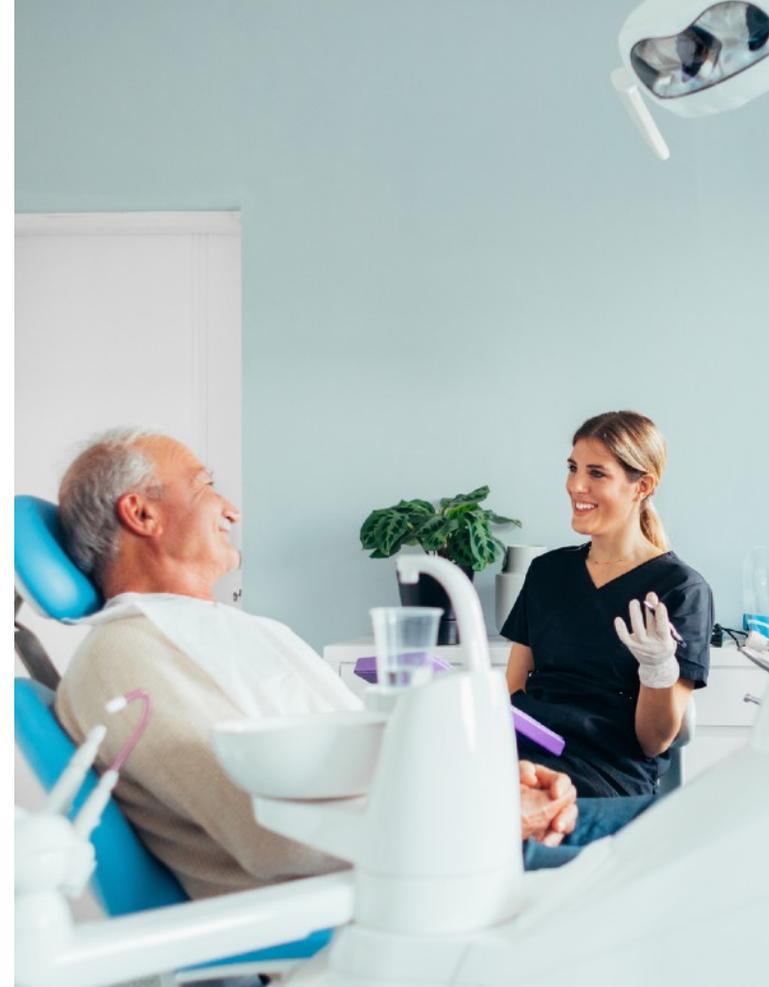
# What Every Dentist Needs to Know

There is no way that dental school can prepare dentists for all of the challenges that will come their way while practicing dentistry.

Described by some as “dramatic”, Dr. Bill Simon’s dental career has included its share of challenging situations, including multiple fee-for-service and Medicaid practices, moves, build outs, space-sharing, practice acquisitions, associates, recovery from a major office fire, embezzlement, robbery at gun point and more! Drawing from his 35 years of experience in practice ownership, this course offers an entertaining and informative look at the ever-changing world of private practice dentistry.

Learn what to consider when buying or starting a new practice: what to look for in an associateship or an associate, practice ownership and management principles, office design and build out concepts, marketing tips, technology to consider, choosing a dental laboratory, referring to specialists, and risk management.

This course also illuminates some of the unforeseen challenges that dentists encounter along the way. Attendees will appreciate the pearls of wisdom shared and common mistakes avoided when they position themselves for greater success by applying Dr. Simon’s lessons in dentistry.



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“Dr. Simon speaks from the heart, is humble, and shares advice that every dentist and business owner can either relate to or find hope in.”

- RITA ZAMORA

# Customize a presentation for your next meeting!

CHOOSE SPECIFIC (OR ALL) LEARNING OBJECTIVES BELOW.

## Learning Objectives

- **Historical Perspective on Dentistry** - where dentistry has been/is going
- **Practice Management** - responding to challenges while advancing team/leadership
- **New Technology** - evaluating options/impact on patient perceptions and treatment outcomes
- **Risk Management** - understand various issues/compliance guidelines
- **Managing Fearful and Demanding Patients** - strategies and tools for success
- **Associateship vs. Ownership** - understand advantages/disadvantages
- **Hiring an Associate** - why, when, and how
- **Seeking an Associateship** - what to consider for optimizing success
- **Referring to Specialists** - building strong referral relationships
- **Choosing a Dental Laboratory** - assessing lab choices to determine best fit
- **Office Design** - considerations/tips for creating optimum outcomes
- **Office Manager** - role in practice success
- **Team Building / Culture** - building a solid cohesive team with a strong feel-good culture
- **Marketing** - internal/external strategies and action items
- **Tools for Success** - resources and strategies
- **Organized Dentistry** - what is it and what are the benefits?
- **Other Pearls of Wisdom** ...and much more!

### SUGGESTED FORMAT:

Full or Half-Day;  
Lecture, Workshop, Keynote

### SUGGESTED AUDIENCE:

All Dental Professionals



### What Dental Students Want to Know

1-3 hour presentation, customized for the third and fourth year student. This presentation helps students understand their options as they embark on their career in dentistry and offers answers to questions that dental students frequently ask.



### What Dental Practice Administrators Want to Know

1-3 hour presentation, customized for the office manager/administrator. This presentation helps practice managers increase communication skills, boost efficiency, build a stronger partnership with owner/doctor, and develop a team of self-directed leaders. Learn the answers to questions that dental office managers frequently ask.



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# Dr. Bill Simon

Mired in debt, fear, and uncertainty, new dentists are graduating with little idea of how to get a good job or run a dental practice.

Dr. Bill Simon's 35 year dental career has included its share of challenging situations. Starting as an associate in a run-down Medicaid practice, Dr. Simon grew to become the sole owner of 2 highly successful multi-doctor practices. His experience includes 6 build outs, 9 locations, 4 space-sharing arrangements, 2 practice acquisitions and over 25 associates. He experienced a lost lease, an embezzlement scheme, robbery at gun point, and a major fire after which the team worked out of 3 offices before settling into an abandoned dental office while he rebuilt. The fourth month after the fire, Dr. Simon's practice had the best production month in practice history.

These experiences, coupled with Dr. Simon's passion to help dentists succeed, have inspired him to speak to and mentor dentists. Sharing experiences and imparting lessons in leadership, communication and practice management principles, Dr. Simon encourages dentists and dental students with the knowledge and hope they need to allay their fears and facilitate their success.



## Extensive Experience

Dr. Simon is a practicing dentist and owner of multiple practices in Chicago. He is a member of the American Dental Association, the Illinois State Dental Society, and the Chicago Dental Society. He is a past President of the Chicago Dental Society's Northside Branch and currently serves on the CDS Midwinter Meeting Affair Committee (Chair 2026 meeting). He serves as a Trustee on the Illinois State Dental Society board and is Vice Chair of the Executive Committee. Dr. Simon is also a past chair of the ISDS Access to Care Committee and currently serves on Illinois Health and Family Services Medicaid Policy review Committee.

## Giving Back

Dr. Simon volunteers his time to charitable causes including the Illinois Foundation of Dentistry for the Handicapped, Dental Lifeline Network and the Old Irving Park Free Health Clinic. He also volunteers his time to mentor dental and undergraduate students through various intern and externship program opportunities in his practice.



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## Presentations (Partial Listing)

American Association of Dental Office Managers (*multiple*)  
American Association of Oral and Maxillofacial Surgeons Annual Session  
Becker's Healthcare Panel  
Chicago Dental Society North Suburban Branch  
Chicago Dental Society Northside Branch  
Chicago Dental Society Regional Meeting  
Chicago Midwinter Meeting (*multiple*)  
Columbia University (*multiple*)  
Hullings Orthodontics Wichita, KS  
Indiana Dental Association and IU School of Dentistry  
Iowa Dental Association  
Maine Dental Association  
Michigan Dental Association  
Midwestern University College of Dental Medicine-Illinois (*multiple*)  
Montana Dental Association  
Rocky Mountain Dental Convention  
South Dakota Dental Association  
Star of the South (*multiple*)  
University of Illinois Chicago-College of Dentistry (*multiple*)  
West Virginia Dental Association  
Western Regional Dental Experience

# Testimonials

## EXCELLENT, DOWN-TO-EARTH ADVICE

"It has been my pleasure to work with Dr. Bill Simon many times during my tenure as Director of Scientific Programs at the Chicago Dental Society. He is knowledgeable about all aspects of the general dental practice. He gives excellent, down-to-earth advice to the new dentist as well as experienced dentists that are making changes in their practice life. Dr. Simon cooperates with guidelines, meeting due dates and everything necessary to have a completed program. He is a joy to work with and a pleasure to listen to."

*Theodore J. Borris, DDS; Director of Scientific Programs, Chicago Dental Society*

## HE IS A GREAT SPEAKER

"Dr. Simon offers much needed inspiration and information for new dentists as they begin their careers in dentistry. He is a great speaker, easy and flexible to work with and would be a great addition to any program."

*Charlotte Bolls; Assistant Executive Director; Director of Education, Meetings and Exhibitions Greater Houston Dental Society; Star of the South Dental Meeting*



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# Testimonials (Continued)

## A WEALTH OF PRACTICAL INFORMATION

"Bill Simon has a wealth of practical and useful information to share with young dentists from his highest highs and his lowest lows.... He has lived the All American dream most dentists hope for....yet he has had several hiccups along the way that could have turned his American dream into his worst nightmare! But it didn't. New dentists will be impressed, enlightened and in awe of Bill Simon's secret of staying on track through each event that can (and most likely) will happen in a seasoned dentist's career." *Linda Miles, Founder; Linda Miles & Associates; Founder, Speaking Consulting Network; Co Founder, Oral Cancer Cause*

## ESTABLISH SOLID SYSTEMS

"Few dentists have the depth and breadth of real-world practice experience that Dr. Bill Simon possesses. Dr. Simon shares his knowledge freely as one who has 'been there, done that'. Dental professionals will hone their skills and establish solid systems as a result of his speaking and consulting programs. His programs have something to offer the dentist at any stage of their career. Highly recommended!" *Vanessa Emerson, Founder; Dental Speaker Institute & Dental Speakers Bureau*

## POWERFUL AND RELEVANT

"Dr. Bill Simon's showcase presentation was inspiring! His willingness and openness to share his obstacles and failures as well as the steps he took to reach his success is both powerful and relevant information that will help new dentists fast track to their success! He shares real life lessons that inspire, empower and give hope to new dentists to overcome the obstacles they encounter in owning a practice." *Judy Kay Mausolf; Speaker, Coach, Author*

## ENGAGING AND MOTIVATING

"I had the pleasure of seeing Dr. Simon present to a group of dentistry's best speakers at the Speaking Consulting Network (SCN) Annual Meeting. Dr. Simon's presentation was both engaging and motivating. He shared the many challenges his practice has survived, and how those challenges allowed him to become one of the best business owners, team leaders, and dentists in the country." *Rita Zamora, Social Media Marketing & Training*

Dr. Simon has been published in:

AADOM Observer  
Authority Magazine  
Becker's Dental Review  
Dentistry IQ  
Ignite DDS  
Inside Dentistry  
Modern Dental Business  
Pennsylvania AGD Keystone Explorer  
The Dental Tribune (Canada)



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