

Dr. James R. McAnally

Big Case Marketing Systems

The Maximum Case Acceptance System™



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From, Dr. James McAnally
CEO, Big Case Marketing, VP, Dental Idea Lab

Prosper with Elective Dentistry Right Now And Be Poised to Massively Profit from the Emerging New Dental Economy!

Use A Tested & Proven yet Cutting Edge and Radically Different
Case Acceptance System for Fee-for-Service Dentistry
That Literally Changes Everything.....

The Maximum Case Acceptance System™

Dear Doctor,

Are you Ready? Because.....

THIS is like nothing you've ever seen, read, listened to or possessed before in the all important arena of Case Acceptance for Elective Dentistry that will make or break your practice in the new dental economy?

I know what you're thinking. Case Acceptance? New Economy? The current economy is in the tank, why should I bother with case acceptance strategies, systems, training, or even thinking about the future? **Answer: Because the dental economy is undergoing a radical shift of seismic proportions.** That's why a systematic and repeatable case acceptance system is a "must have" for any dentist who wants to survive and prosper *during* the recession and also wants to be in place for the massive profit and thriving once the new dental economy is fully engaged.

As evidence of the shifts already underway, you've likely noticed how your middle class patient's behavior has changed a LOT over the past several years--quite dramatically by most measurements. More and more of them, (unless dealt with via a real 'sales system') simply opt for treatment that stays within their insurance limits. Since insurance maximums are frozen in place and won't be changing in the foreseeable future, you stand before a literal "Y" in the roadway related to the future of your practice, profession, and business. One path leads to continued deterioration in your profit margins deteriorate while dental business expenses such as staffing, materials and equipment take their toll. The other path is one that far fewer dentists will have the option to take as they are unlikely to be exposed to what you have in your hand today. It's the path down which all the benefits in life style and personal choices resulting from success with elective case dentistry beyond insurance maximums will continue to accrue indefinitely regardless of external economic conditions.

Without a reliable case acceptance system, you've likely noticed that you haven't a clue as to why some patients surprise you and go forward with treatment. Somehow, you just got lucky but depending on luck is no longer an option with the changes at hand.



*Dr. James R. McAnally
CEO, Big Case Marketing*

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The frustrating part of case acceptance is figuring out which patients are in which categories. For example, you should know *in advance* which ones are on a sinking ships economically and which ones are stuck in the dying “insurance mindset” and stop wasting your valuable time presenting to them .

Dental Brother (or sister), the insurance “problem” is only going to grow and worsen under the new rules of engagement. I’m here to tell you that, fortunately, there is a **simple and predictable solution** which we’ll fully discuss in this letter. So.....Read on!

Many of the economic changes in dentistry leading up to the new dental economy have been underway for well over a decade. The current monster recession has simple accelerated the changeover and now it’s effecting everyone EXCEPT a small group of elite dentists with a case acceptance system that makes all the difference. They know how to figure out which patients will buy elective and more complex dentistry (quadrants, full mouth care, implants, reconstructions, cosmetic dentistry, etc.) no matter how large the treatment plans and which patients are stuck in the previous model of insurance benefits only.

The ultimate outcome of all these trends at work is that the majority of the profits in elective non-insurance driven dentistry will go to those who play the game differently, by the new rules, and whose “sales” system was designed via a blueprint which took all of these realities in mind.

Every one of us as dentists has a built-in personal bias and false belief about what is and isn’t possible with case acceptance in dentistry. If left unaddressed, those professional biases will, at best, keep many in the profession needlessly shackled to lower incomes and declining practices. At worst their beliefs will drive them out of being independent business owners.

These are reasons that I’m asking you to be open-minded to a radically different approach to case acceptance. It’s one that will make achieving case acceptance infinitely less stressful, involving less struggle, with more predictability, profitability, that is pleasant and that allows you to *serve* your patients far better. If you follow my lead I can totally change your day to day experience related to Case Acceptance with elective dentistry virtually overnight.

The best news is that everyone (*prosthodontists, GPs, oral surgeons, and periodontists*) *has a personal choice* in the matter and can gain access to these tools for success. In fact, many of the pieces of the case acceptance system I will divulge to you today were previously not available to the mass of the profession—ever! And now everyone has equal access.

Say Hello to Dentistry’s Next Phase!

There will be a greater divide Separating the Winners and the losers.

The line is already drawn in the sand that separates the winners and the losers in the new economy and every doctor will be on his respective side in short order. Here’s what determines which side of the line you will fall on.

The losers: Those dentists stuck inside the insurance based system who refuse to address the ‘elephant in the operatory’ related to fee for service dentistry and insurance. Those who choose to bury their heads in the sand when it comes to improving their case acceptance system and instead simply hope that patients or insurance will change for the better. Dentists who fail to gain predictable case acceptance for elective fee-for-service dentistry, above and beyond insurance maximums, are likely to see very **dismal days ahead**

There are Losers and Winners in THE New Emerging Dental Economy

Losers will be those:

- Trapped in the insurance system
- Who out of ignorance or lack of foresight fail to systematize their qualifying and sales process

Winners will be those:

- Those investing in a structured sales process *before* the economic shift is complete
- Those who incorporate the psychology of consumer behavior into their practice systems for higher fees

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very similar to those of the physician and pharmacist who voluntarily relinquished their claims to self-determination to the insurance giants.

The winners: Those dentists who see the curves in the road rapidly approaching and expend energy and a tiny investment RIGHT NOW to permanently fix their case acceptance/sales process will win. **For those smart doctors, the future is VERY bright and wide open.**

Which side of the line will you CHOOSE to be on?

Before we go into more of the specific details of making your choice, let's drop in on a couple of typical dental practices to illustrate what's going on out in the trenches (in the real world in which we operate).

Let's discuss two, almost identical, "average," real world dental practices located in very average locations. Upon close examination, you'd find that the demographics (average age, number of active charts, hygiene visits, patient income level, characteristics of actual locations, etc.) of the two practices are basically identical. Economically both practices are in areas suffering an average amount of pain from the current recession. Both doctors are roughly the same age, have friendly smiles, likeable personalities and are proficient technicians with typical teams. All of these things are the same, BUT that is where the similarities end and something strange begins . . .

<p>The Blue Ocean Effect Doctors with a systematic sales process effectively remove themselves from competition and sell more elective dentistry, sell larger treatment plans, and sell at higher fees than their surrounding peers.</p>

You see, one doctor has constant success with case acceptance, in spite of the recession, and the other not much at all . . .

In practice A: The doctor has just finished an elective treatment plan presentation for \$11,000 (sure there are cases much larger in this world but hey \$11,000 is nothing to sneeze at!) and left for a vacation (another reason to have better acceptance rates!). While away, the front desk team collected the fee for treatment, and after the doctor returned from her holiday, the case was ready to start.

In practice B: The equally friendly and proficient doctor just experienced another round of gut wrenching disappointment after being rejected for the umpteenth time following a case presentation for JUST \$2,500 worth of treatment!

What's the difference between these practices? Why does one doctor consistently get those big cases while the other is limited to what the insurance companies dictate to him? There is a definite and measurable reason for the differences AND, most importantly, an equally definite and measured solution. If you feel more like the second doctor more times than you would like, *perhaps you are open to learning the predictable ways to consistently hear "Yes."* Perhaps you finally want access to understanding what made case presentation success possible for the doctor in Practice A. If so, there is good news! *The one-of-a-kind program being discussed today is for you!*

If you wish you had doctor A's "secret keys" to getting more predictable case acceptance with elective dentistry day in and day out, then this Case Acceptance System is designed just for you.

If this example wasn't a stark enough, here's another one that is even more different in day to day outcomes.....

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Why is it that while two doctors are practicing directly across the street from each other, one has problems getting case acceptance for \$600 crowns while the other routinely has acceptance for crown fees of \$2300 . . . and goes on to routinely gain acceptance for complex cases in the \$40,000 range and higher (some for even \$80K-\$90K)?!? The solution to this puzzle is embedded in the fact that the more successful doctor has access to a case acceptance (sales) **system that follows a defined sequence of events** AND speaks to all of the emotional AND financial issues that patients must hear to say “Yes.”

Systems are ways to save time, energy, money and stress, yet **few of us as dentists ever received the training necessary to put any kind of a case acceptance (or sales) system into place and so we ad-lib each time, making the same mistakes over and over!** Whether it is a \$10K case or a \$50K and higher case, the same systems should be applied. Also, the same systems that gain case acceptance for elective fee-for-service dentistry also allow dentists to provide services at fees greater than the competition.

It's not YOUR Fault.....

Let's face reality: Case acceptance is one of those topics blatantly missing from the university syllabus, leaving dentists to enter the world with no sales skills or training in the psychology of how and why patients decide to go forward with treatment.

THE MAXIMUM CASE ACCEPTANCE SYSTEM™ and DVD PROGRAM
is for YOU IF:

- ⇒ You would like to have access to the type of case acceptance knowledge & coaching needed to learn the skills required for developing your abilities in helping patients choose better treatment choices.
- ⇒ You have dreamed of finally being able to predictably hear “Yes” from patients going forward with full mouth care treatment plans ranging from \$10K-\$40K.
- ⇒ You are a dentist with a “bread and butter” dentistry practice, who does not market that much but has a lot of dentistry sitting untreated in your hygiene department. (*For doctors in those situations there is significant case acceptance waiting to happen with cases in the \$10K-\$40K range*).
- ⇒ You want to take advantage of a rare opportunity to permanently fix the issues preventing case acceptance and that lead to too many “NO's.”

The big numbers that I mentioned above may leave you flat out dumbfounded, but I achieve those exact things in my less than 2 day per week private practice—very likely having closed more \$90K cases than any other dentist on the planet.

For years, I have offered my top level most elite colleagues the turn-key marketing and sales training needed for their success. Those top level clients continue to routinely pay \$20K-\$25K PER YEAR for access to this information. Additionally, for those clients wishing to obtain the exact same Case Acceptance System being offered to you today, previously required a \$14,997 commitment for the live version.

More Cost Efficient
Previously, this System was taught via a \$14,997 live program. Now it's available for 1/6th the cost.

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[If I were to be convinced by enough doctors to agree to conduct this Live Meeting Format again, the entry fee would be \$24,997 for what you would get via the materials and 10 DVDs that I will discuss in a moment. Thus, you have the opportunity to pay only 1/6 the cost to obtain the same thing for your success.]

Case acceptance success involves more than just how you deliver the treatment plan and treatment options — many other steps and conditions that greatly affect acceptance rates happen back at the point when a patient is referred to your practice or comes into your practice via an external advertisement. From that point forward, EVERY detail along the way leading to case acceptance affects your success or failure. Drop too many pieces of the puzzle along the way and case acceptance is shot to heck.

It is these “devil in the details,” not understood by the majority in our profession, that shoot down too many cases, create so much dentist frustration, and that ultimately result in fewer patients getting the life changing benefits we, as dentists, are trained to deliver.

*Here’s another big secret: The case acceptance steps, strategies, and skills revealed in this System are based on sales techniques widely used by the most successful, highest achieving leaders and business people in the world **OUTSIDE of dentistry.***

This “outsiders” knowledge is a crucial piece of the winners formula needed for you to get outside your “dental case acceptance box” AND is the deepest secret behind the success of the Maximum Case Acceptance System™ and DVD Program. Case acceptance systems designed *inside* the profession, typically tell you that patients will buy if you just “educate them” or if you are just a caring or good dentist. But, those approaches have never worked that well for treatment beyond insurance maximums because they do not utilize these vital *outside* ‘sales’ tools that work so well in other industries.

The Maximum Case Acceptance System™ and DVD Program is targeted just for doctors that want to use a laser beam focus when it comes to maximizing case acceptance rates. The program allows the office team to have ALL the steps and ALL the methods essential to make success happen.

Previously, it took 10 months of time to have the System in your hands and in place in your practice. But now, because of the urgency of the economy, you can have all of it at the same time to significantly speed up the process of having predictable case acceptance beyond insurance maximums.

You spent years (perhaps decades) learning to be a better dentist, now it’s time to invest a few hours to put more of those hard earned clinical skills to use helping more patients!

The System will also put your case acceptance skills on steroids in the profit, growth and satisfaction categories. One of the other big secrets behind The Maximum Case Acceptance (MCAC) System™ is gaining the right mindset and taking action in your practice. In other words, putting the Maximum Case Acceptance System™ into place in your practice will help you to take, and take repeatedly, in a *consistent* way, effective actions when offering dentistry to patients. **This process has a success ‘spill-over’ effect on your entire practice.**

Outside Sales Systems are Critical for the New Dental Economy

The new dental economy is requiring more out-of-pocket expense for patients than at any time in dental history. Because of such, sales systems and strategies based on multi-thousands dollar price points are essential. Industries outside dentistry are routinely more successful at selling under these conditions. Looking to those industries is critical for our success which is how this System was developed.

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So what IS The Maximum Case Acceptance System™? *Well, It is actually, **THREE things in one***:

#1: The Maximum Case Acceptance System™ is a set of groundbreaking, practical strategies that I've "moved over" from industries outside dentistry that are applicable to every type of dental practice and every type of dentist. None of this “same old Listerine packaged in a new bottle trying to hide the flavor” nonsense being pushed by outdated consultants on the lecture circuit or even by non-dentists who simply can't know what WE go through in the operatory. Whatever you've gotten in seminars and trainings past, whatever you've read regurgitated a zillion times in books and throw-a-way journals, whatever you think you know WILL BE CHALLENGED.

The Maximum Case Acceptance System™ provides the tools and means to predictably **QUALIFY** patients who are most likely to buy, and are most able to say 'YES.' It provides you with the “what to do and not do” for the **DIAGNOSTIC** portion of the case acceptance process, and all the things “to do and not do” for the **LIVE CASE PRESENTATION & FOLLOWUP. EVERYTHING** you need is in one place and in one System.

Everything is Included

- Structure Systems pulled from successful industries outside dentistry at similar sales price points
- Digital templates for quick use in the practice
- Strategies for existing patients and new patients

The Maximum Case Acceptance System™ and Strategies are presented and explained on 10 DVDs (over 12 hours of my lecture and visuals) supported by written materials. Digital “template” documents permit quick modification for full application in your practice right away. Also included are recordings of actual case presentations. They are real world examples of real patients, real doctors, and demonstrate what TO DO and NOT to do in case presentations. Each recording comes with a transcript so you can follow along.

#2: The Maximum Case Acceptance System™ contains a monster set of easily-to-use digital “templates: which are ready-to-edit digital documents organized into qualifying, consultation, and presentation categories.....so you are not asked to listen, learn and then find you've been abandoned to figure out what to do. The digital templates include “templates” for both the doctor and team. If you've ever put a toy together for a child at Christmas, you know the instructions aren't enough—you need that picture on the box of what it's supposed to look like when you're done! **I will SHOW you every Strategy and Tool fully implemented.** AND Everything is organized so you can literally delegate the ‘whole enchilada’ to a key staff person who can take care of everything for you.

By the way:

If I did this just for you as a one-on-one private client, you'd pay over \$100,000.00.

If we just “talked” about these items during a one day private consulting session, you'd still pay over 3X the investment for this System.

So, why am I offering this practically ‘done for you’ System on a silver platter at such a steep discount? Because I'm a passionate champion of dentists. In fact my family lineage is now up to 90 years in this

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great profession! I am a ardent “enabler of success” ESPECIALLY for those dentists who are action takers and who plan to thrive in the new economy. Additionally, I hate seeing you (us) indirectly targeted for criticism by too many politicians of every stripe believing we make too much money. It bugs me that there was no ‘bail-out’ for the dental business owner who often carries nearly perpetual debt to maintain a modern practice. We’re just as hard-working and don’t get our money handed to us in an easy fashion....and ultimate it really frustrates me to see you employ outdated, antiquated, tired, old reality sales ideas when you NEED real help for what lies ahead. So here I am. I have put together a System of “What Works Right Now” and for the next dental economy.

Over the last year, I finished presenting a live training program teaching this exact same sales system. Some of the attendee’s were battle scarred veterans having been in dentistry for far more years than I. Many of these vets already had sophisticated case acceptance strategies in place and were doing very well in the current economy. Without fail, everyone of these docs said “Thank you James for finally doing this for me and for the profession. It’s great that you are willing to share this with us!”

I’m not telling you any of this to brag. I’m simply promising you that **soon you’ll feel the same way**. You’ll not only find this System a literal “breath of fresh air,” you’ll find my “Templates” put together for you to be so different, so useful and so valuable that you’ll feel guilty about how little investment was required. You’ll look forward to your first trip to the annual Maximum Dental Success Summit™ to meet me in person and to thank me.

Of course, if you just want entertainment, I would NOT suggest getting The Maximum Case Acceptance System™. I think I’m a pretty entertaining chap at times, but THIS is not something to be just watched casually for laughs. It is meant to be USED FOR:

- 1) Getting to Yes with More Patients,
- 2) Getting to Yes with Bigger Cases,
- 3) Talking to Fewer Patients Who Aren’t Qualified,
- 4) Surviving Economically Difficult Times,
- 5) Helping More Patients,
- 6) Allowing You, your Practice, & your Family to thrive in the New Dental Economy.

#3) The Maximum Case Acceptance System™ is everything you need for an elective dentistry Case Acceptance SYSTEM. That means knowing (not wondering, wishing, praying, hoping)....KNOWING that a significant proportion of your new or existing patients coming out of hygiene who are candidates for comprehensive care are going to say “Yes” more consistently, reliability, and predictability.

This is a SYSTEM in sync with the emerging new dental economy. Today’s patients are overwhelmed with information, mis-information and choices. Spending is more measured and carefully planned than ever before. This is a SYSTEM that addresses each of these new challenges. It provides a “built-in” competitive advantage over ALL of your surrounding peers by setting you apart. It allows you to sell in more of a competitive vacuum at fees commensurate with your abilities and training. **Eventually, MCAC will likely morph into YOUR OWN PERSONAL SUCCESS SYSTSEM that you can trust and rely on to help achieve more of your overall practice and professional goals!**

The Information Age is Overwhelming Your Patients

Patients are surrounded by a myriad of choices and overwhelmed with information. Dentists who structure their sales systems and treatment recommendations with simplification components are seen as trusted advisors to patients struggling with information overload and confusion. This principle of simplification is built into this System.

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Before I go into more detail about the MCAC System, I want to share with you some results that I have achieved in my personal practice because I spent time to address Case Acceptance as a key facet of the practice and business of dentistry.

My Personal Lifestyle -Thanks to The Maximum Case Acceptance System

My days of struggle to gain case acceptance for the most debilitating problems are ancient history. Today, when I activate my practice's marketing program which creates phone calls, the Maximum Case Acceptance System™ guides patient's through a no-stress no-pressure consultation and qualifying process. My team is even trained to present and close the largest cases without me being present.

While, I want to move on quickly, here are is a tiny glimpse of what my life looks like because of the case acceptance system I use and want to teach you:

- I enjoy ample reserves of cash at all times in my practice and personal bank accounts
- I take as much vacation as I want and need and when I want it
- I've paid for my practice several times over and bought my building
- I fly first class and stay at the hotels I wish
- I have driven multiple different dream cars although I'm far more practical these days then "investing" in expensive cars that simply depreciate
- I can buy pretty much anything that my significant other or I desire to furnish our home with
- I wear custom tailored suits (BTW: there's a much bigger reason to do this related to case acceptance then JUST to having nice clothes)
- I've paid cash for extensive home remodels
- I structure every week to do what I want to do, when I want to do it. Things like:
 - Spending adequate time with my family doing things together that we enjoy (attending plays, movies, opera, ballet, wine tasting, planning surfing trips)
 - Practicing and competing in rowing and triathlon (even traveling to places like New Zealand to do it)
 - Trying the new restaurants that open
 - Getting to the gym all the time because I have time to do so (yes....it makes you feel better, boosts your energy, keeps you healthier, and really does keep you looking 10 years younger).
 - Working (barely) 14 hours a week clinically. (This past January I worked 4 days and produced \$110K.....)
 - Spending time each week managing my investments
 - Attending social or charity functions as needed
 - Mentoring young people in business
- Flying to distant family for visits
- Learning to speak and read French fluently
- Attending as many or as few dental meetings as I desire
- Having the luxury of time to make sure the Marketing (Ads) and Strategies in Big Cases' Elite Program™ stay current and adapt to any changes in the marketplace, including the recessionary conditions at present/
- International Travel (In the Past Few Years Mexico, Quebec, Spain, Italy, Greece, Australia, Monaco, New Zealand, Hiking in Patagonia, a Month in Southern France.....)
- 4 surf vacations
- Vacation trips to Mexico, Montreal, Miami, and South Africa are planned just in the next 12 months
- Taking care of my ageing mother financially
- Engaging in other profitable businesses because I'm only "at the chair" when I really want to be

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Onward to the Details!

THE MAXIMUM CASE ACCEPTANCE SYSTEM™ DETAILS

The Maximum Case Acceptance System™ and DVD Program, will give you intensive training at each step of the Case Acceptance Process. It makes a real difference whether you get to “Yes” more often! That’s “Yes” with cases outside of insurance (remember the insurance “issue” isn’t changing or going away...it will only get worse for those that don’t put these tools into place). It will allow you to get to perform more ideal treatment on your patients, and ultimately help more of them.

By the end of the 10 Session DVD Program, you will have a **defined and repeatable system** for Maximum Case Acceptance in YOUR practice. You can expect success in the new dental economy—whether you are presenting a \$5K case from hygiene or a \$50K case that came to you from your marketing efforts or referral.

It is not unusual for doctors using The Maximum Case Acceptance System™ to take what was already a very high performing practice and further elevate profits without working any harder. For doctors that do not start out with a high performing practices, they can see 100% increase in profits on their elective cases by simply using my sales system.

Both general dentists and dental specialists will benefit by using the System. This specifically includes dentists treating natural dentitions, implantologists, generalists that restore implants, periodontists, prosthodontists and oral surgeons. Certain types of endodontic practices will also benefit.

The material and discussion included in the DVD Program sessions are confidential for those doctor’s making the investment - not to be shared with your dental colleagues. After all, YOU have invested in these secrets for YOUR benefit, not theirs! Your reservation form includes your written agreement not to copy or re-sell any of the confidential information you receive or to distribute the trade-marked dental sales process.

Of course, this does not mean you cannot share your knowledge with your team, husband, wife or significant other to help you put it to full use. You can talk in generalities about working on your business with your peers, but you ARE NOT at liberty to discuss the real secrets of the System. You would never want to give away what you had to earn the right to know.

ADDITIONAL BENEFITS OF THE MAXIMUM CASE ACCEPTANCE COACHING SYSTEM™ AND 10 SESSION DVD PROGRAM

You will learn a structured Case Acceptance (Sales) System that the most successful dentists in America use. In fact, this same System is used by Member doctors in Big Case Marketing’s Elite Program™ which has some of the highest performing doctors in the world in attendance. How these doctors think, how they work and their use of this structured case acceptance System is part of what has led to their success and keeps them there. You will be guided to develop and utilize the same concepts as related to Case Acceptance used in the top level group.

1. For those investing in the Platinum Package which includes the registration fee for the annual Maximum Dental Success Summit™. This is the type of meeting where you will find a supportive network of true peers that you can trust to help bring your practice to the next level. You will not find the

Designed for Generalists and Specialists

For more comprehensive dentistry the same new dental economy rules apply to the specialist and the generalist. Those specialists and generalists with more advanced training are particularly effective by the new rules. Those that fail to retool the practice’s sales system will under serve patients and use less of their skills.

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same sort of doctors that you meet in this setting in your building, around the corner or at the local study club. You already know how tough it can be to find someone locally whose thinking is up to yours, someone to whom you can really open up and share and who you can trust to have your best interests at heart. Local doctors in your own backyard are not willing to do that. When attending the annual Maximum Dental Success Summit™ in Orlando, FL you will be part of an elite group made up of like-minded doctors who truly want see each other excel and help each other achieve their practice goals.

2. The increase in your case acceptance you gain from The Maximum Case Acceptance System™ will make it easier for you to live your values, share your integrity and create influence for a greater good. A lot of this sounds like the ‘American Dream’ and well, that is a part of being the best dentist you can be.
3. The spiritual law of serving says that the greatest among you is servant to all. Without a defined case acceptance process, you are under serving your patients and simply serving the insurance industry. Yes, the program is about creating success and maximum profits for you, but it is also about making contributions to your family, your community and society in whatever way you choose. The economics of what all of this brings PUTS YOU into the unique position to be able to afford to make the choices you want in regards to your personal life, family and community.
4. **The Maximum Case Acceptance System™ and DVD Program definitely has an agenda, and that is to give you case acceptance and added profits so that you have personal freedom and choice. You will not merely be succeeding or just making greater gobs of money (both of which you will) BUT be doing so on your own terms.**
5. Those who utilize The Maximum Case Acceptance System™ will wind up with great practices and lives because the same exercises that make for a better Case Acceptance Process will also offer you a clearer, more definitive blueprint than you have ever before seen or possessed. It will help you achieve what ever practice, success, life or fame goals you may have while absolutely defying all normal, common and ordinary boundaries and restrictions on speed, ease and independence.

WHAT TYPES OF DOCTORS BENEFIT FROM USING THE MAXIMUM CASE ACCEPTANCE SYSTEM™ AND DVD PROGRAM?

1. Doctors that are struggling with achieving routine repeatable case acceptance especially beyond insurance maximums.
2. Doctors wishing to be positioned the best way possible for the new dental economy.
3. Doctors with patients in their hygiene program who need case acceptance upgraded to 5+ units of crown & bridge but don't know how to present the treatment in ways to get it accepted.
4. Doctors that market extensively or that expend significant time cultivating referrals.
5. Doctors who are in the process of getting more clinical training that will increase the largest case sizes in the practice.
6. Doctors that are having problems achieving acceptance for cases over \$10,000 USD in treatment.
7. Doctors that routinely hit case acceptance “road blocks” above \$30,000 USD.
8. Doctors already achieving acceptable levels of case acceptance and who are looking for ways to boost their results.
9. Doctors who can't devote the time or resources to commit membership in the Big Case Elite™ Program or whose market area is already closed for that Program.
10. Doctors who are just starting to market and want to boost their case acceptance rates from the get-go.

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WHAT THE MAXIMUM CASE ACCEPTANCE SYSTEM™ AND DVD PROGRAM IS NOT!

- ◆ It does not require you to learn a bunch of worthless sales “closes” that do not apply to us as professionals.
- ◆ It does not require major changes in the way you perform clinical procedures.
- ◆ It is not the same old educate the patient “stuff” you’ve already heard 1,000 times.
- ◆ It is not broad spectrum academic theory untested in the real world.
- ◆ It is not static. **Testing and improvement is ongoing.**
- ◆ **This program is not theory.** It is hands on and provides the step-by-step procedures and templates necessary to implement the most proven and advanced Case Acceptance System in the history of dentistry.
- ◆ It was not developed by someone who was never in the dental trenches.
- ◆ It is not just dropping a pile of case acceptance “tips” in your lap and leaving you alone to figure out how to build a defined system by yourself (the 3-ring binder with no instructions scenario).
- ◆ It is not a giant seminar, “boot camp” or other training program that makes you feel good at the time, but leads to little or no implementation or results.
- ◆ It is not a 500 person seminar or “mega event” where “1000 nuggets” turns into a platform for never-ending sales pitches about non-dental products or “business opportunities.”
- ◆ It is not just broad-based, general training in “leadership.”
- ◆ It does not require you to become a “slick,” fast-talking sales person
- ◆ It does not involve teaching you high-pressure sales techniques (those just don’t belong in **our** profession).
- ◆ It is not out-of-date! Instead, it embraces the most recent sales concepts in the world.

Here’s Exactly What You Get With The Maximum Case Acceptance System™ and DVD Program



Intro DVD to the Maximum Case Acceptance System™

- ⇒ Case Acceptance: What it is and isn’t.
- ⇒ Efficient Goal Setting
- ⇒ Understanding Your Behavior as the Dentist for More Success
- ⇒ The dirty secret that the labs, supply houses, CE course providers, and equipment manufacturers are keeping from you.
- ⇒ Why credentials, CE, logic, and “sales closes” aren’t big components to maximum case acceptance success of implementing your case acceptance system.
- ⇒ Why ‘big ticket’ items such as elective dentistry require a systematic sales process.
- ⇒ Setting expectations for implementation of case acceptance systems.
- ⇒ What “change or die” means to the successful dentist.

[Click here](#) for an Introductory DVD by Dr. James McAnally
Get an overview that will help you build your practice

DVD #1: Starting the Building Process for the Maximum Case Acceptance System™

- ⇒ Mindset of What You Are Building Related to Case Acceptance
- ⇒ Patient Psychology and Behavior Related to Marketing and Case Acceptance
- ⇒ A Critical Myth for You to Understand about Patients
- ⇒ Introduction to the Maximum Case Acceptance System™ Components
- ⇒ Marketing and the First Phone Call
- ⇒ Building Your “Why” or ‘Shock & Awe’ Bodies of Evidence
- ⇒ Unraveling the Mysteries of Consultations and the Reasoning for Different Types of Consultations
- ⇒ Specific Steps at the Beginning of the Consultation Process that Depend on the Type of Consultation Being Offered and that the Patient Accepts
- ⇒ Fixing Yourself as It Relates to Case Acceptance
- ⇒ The Maximum Case Acceptance System™ Quick Results Booster
- ⇒ Understanding the link between opportunity and capability.

CD #1 Maximum Case Acceptance™ Templates

- ⇒ Patient Qualifying Templates for Your Practice: For giving you specifically what those patients who simply want information about the practice that motivates patients and boosts case acceptance.
- ⇒ Consultation Packet Templates for Your Practice: For those patients who book consultations and are critical to the Consultation Process as related to Case Acceptance.

DVD #2: The Practice Phone and The Maximum Case Acceptance System™

- ⇒ Special Presentation by Chris Mullins, The Phone Success Doctor™
- ⇒ Critical doctor mind-set on what is and isn't acceptable with your phone
- ⇒ Common pitfalls on the phone that ruin case acceptance
- ⇒ Keys to The Maximum Case Acceptance System™ Phone Slip
- ⇒ Live Examples of Good and Bad Calls
- ⇒ The Maximum Case Acceptance System™ Tracking Template
- ⇒ The Maximum Case Acceptance System™ Quick Results Booster

CD #2 Maximum Case Acceptance™ Templates

- ⇒ The Maximum Case Acceptance System™ Case Tracking Template.
- ⇒ Phone Tips for Your Practice from Chris Mullins.
- ⇒ Ten Point Maximum Case Acceptance System™ Phone Slip Template.
- ⇒ Ten Point Maximum Case Acceptance System™ Phone Slip Template for Specialists.

DVD #3: Diagnostics for Maximum Case Acceptance

- ⇒ New Patients Versus Existing Patients
- ⇒ Filling in the Blanks to Manage Patient Expectations
- ⇒ More About Screening and Diagnostics
- ⇒ Diagnostics for Maximum Case Acceptance
- ⇒ Specific Case Acceptance Items Delivered at Diagnostics
- ⇒ What to Discover Besides Clinical Findings
- ⇒ Technology You Do and Don't Need
- ⇒ How You Look Part II

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CD #3 Maximum Case Acceptance™ Templates

- ⇒ Phone Tracking Excel.
- ⇒ For Specialists: Guide to PowerReferrals™
- ⇒ Sample Office Tour for Maximum Case Acceptance

DVD #4: Post-Diagnostics and Maximum Case Acceptance

- ⇒ Post-Diagnostic Considerations as Related to Case Acceptance
- ⇒ Things to Do Before Case Presentation
- ⇒ What to Give the Patient at Presentation
- ⇒ Handling Financial Surprises and Slippery Financial Others
- ⇒ **Bonus Presentation – Simplifying Case Presentations**

CD #4: Maximum Case Acceptance™ Templates

- ⇒ Maximum Case Acceptance System Tracking for Charts

DVD #5: The Actual Presentation

- ⇒ Maximum Case Acceptance System™ Case Presentations
 - ⇒What to say
 - ⇒How to say it
 - ⇒Effective fee presentation
- ⇒ Actual Maximum Case Acceptance System™ Case Presentation
- ⇒ **Bonus Presentation: Keeping Your Fees Up-to-Date.**

CD #5 Maximum Case Acceptance™ Templates.

- ⇒ Transcript of Actual Maximum Case Acceptance System™ Case Presentation
- ⇒ Patient Problem Review PowerPoint Templates for the Maximum Case Acceptance System™ Case Presentation
- ⇒ Patient Treatment Solution PowerPoint Templates for the Maximum Case Acceptance System™ Case Presentation
- ⇒ Additional Maximum Case Acceptance System™ Style Case Presentations

DVD #6: The Financial Coordinator and Case Acceptance

- ⇒ Introduction to What to Give Patients at Case Presentation (The Case Reprt)
- ⇒ The Financial Coordinator and Case Acceptance
- ⇒ Pre-Presentation Review
- ⇒ The Presentation Day
- ⇒ During the Presentation
- ⇒ Financial Coordinator Quality Control
- ⇒ **Bonus Presentation: Guide for the Financial-Coordinator**

CD #6 Maximum Case Acceptance™ Templates

- ⇒ Financial Arrangements Template
- ⇒ **Bonus Staff Presentation by a Successful Financial Coordinator**

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Get an overview that will help you build your practice

DVD #7 The SIMPLE-Complex Case Report™

- ⇒ What to Give Patients at Case Presentation (The SIMPLE-Complex Case Report™)
- ⇒ Why?
- ⇒ Who Does What?
- ⇒ Review Production System
- ⇒ Review Templates

CD #7 Maximum Case Acceptance™ Templates

- ⇒ The Maximum Case Acceptance System™ Simplified Complex Case Report™ Template.
- ⇒ 6 Templates for Maximum Case Acceptance System™ Style Case Reports
- ⇒ Staff Technology Presentation
- ⇒ **Bonus: Six actual case presentations by Dr. McAnally recorded and transcribed**

DVD #8: Post-Presentation Review Part II

- ⇒ Phone Technology Update for Case Acceptance
- ⇒ Post-Presentation Review Part II
 - ⇒ Q&A Visits
 - ⇒ Avoiding Buyer's Remorse (short and long term)
 - ⇒ 2nd Opinions
 - ⇒ Protecting Your Time Investment: Fee's & Refund Policies
 - ⇒ Reducing Risk
 - ⇒ Friends and Families
 - ⇒ Motivational Discounts and No-Interest Financing
 - ⇒ Warranties/Promises
- ⇒ **Bonus Presentation: Creating Images for Case Presentation**

CD #8 Maximum Case Acceptance™ Templates

- ⇒ Friends and Family Template
- ⇒ Template of refund policy
- ⇒ Large Case Tracking Excel.
- ⇒ Second opinion template
- ⇒ Template for Warranty/Practice Promises

DVD #9: Overview of The Maximum Case Acceptance System™

- ⇒ Summary of Key Principles from Program

CD #9 Maximum Case Acceptance™ Templates

- ⇒ NP Packet Templates Discussion

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Form to Print & Fax

OR CALL 206-905-1874 TO ORDER

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Get an overview that will help you build your practice

YOU ARE INVITED TO FULLY UTILIZE THE MAXIMUM CASE ACCEPTANCE SYSTEM FOR YOUR SUCCESS IN THE NEW DENTAL ECONOMY

By fully employing the concepts taught in The Maximum Case Acceptance System™ and DVD Program, you will be an eagle that soars above the rest, gaining more case acceptance & more profit, while accomplishing your goals and creating your preferred future. Getting better case acceptance means increasing the income from your practice, allowing you to take the time off that belongs to you and delivering the kind of dentistry you have always wanted and truly deserve. You have worked hard – it is time for you to harvest the rewards that you should naturally accrue.

Achieving predictable case acceptance, regardless of case size, is one of the best ways to guarantee that you get what should be yours.

NOW, I urge you not to sit on this for too many days. As the new economy shift is accelerating with each passing day. To be ready for the new reality, fill out your reservation form right now, put it in your home fax machine or drive to your office and send it right away so I can get this into your hands as soon as possible.

This letter is dedicated to bringing you the Maximum Case Acceptance that you truly deserve,

Dr. James McAnally

“Dentistry’s Marketing and Sales Guru”

Seattle, Washington

P.S. #1. The definition of insanity is “doing what you have always done and expecting different results.” Wouldn't it be nice to finally gain the case acceptance needed to have a practice and life of your own design because *you* made a decision that further created an incredibly healthy profit margin and bottom line? Wouldn't this put you in better control of your practice and your financial future? The Maximum Case Acceptance System™ allows you to make a great living and, by doing so, make a great life. But you have to *do something different* to get the successful results you want.

P.S. #2. If you are already successful or your practice has leveled off with little progress or you are in retreat due to the recession, then boosting your acceptance rates on larger cases can springboard you to the new heights — at a level where you really want to be, instead of just being “okay.”

P.S. #3. If you are a younger practitioner, this program has added benefits for you. Not only are you setting your stage up for success in the new dental economy but you will easily save tens of thousands of dollars, avoid mistakes that your elders made, and easily leap 10 years ahead in your practice and life success timeline. Talk about a shortcut!

P.S. #4. If you are an older practitioner, now scrambling to prepare for retirement, replace funds lost in the recent stock market crash, or are uncertain as to how you will be able to retire, then the benefits you receive from this program can help you correct the situation. I am not a retirement specialist or a financial planner, but I can show you how to boost your profits with better case acceptance, and that alone can help get one more piece of the retirement puzzle in place for you.

Order Now!
Secure Online Form

Order Now!
Form to Print & Fax

OR CALL 206-905-1874 TO ORDER

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Testimonials

"Within 3 weeks of starting to implement the Maximum Case Acceptance System, I closed 2 cases for \$30,000. I just opened my practice in February and don't even have all my systems in place YET"!!! *Dr. Ivan Terrero, Bonita Springs, FL*

"The Big Case Marketing Case Presentation Series 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 Maximum Case Acceptance, I have also eliminated most of the time I previously wasted with people who came in for consultation with no ability or desire to proceed with treatment". *Dr. Mark Cohen, Los Angeles, CA*

"As we go deeper into the body of the work being shared, the A-ha's are mostly confirmations about the importance of setting up protocols and systems for the case presentations. A big to-do is setting up the "always" materials before the presentation and doing it in a way that it can be on auto pilot. Having the team prepare photos, illustrations and treatment options after I have given it to them will make it go much better and more consistent. I will continue to constantly work on decreasing the complexity of the discussion". *Dr. Scott Rice, Irvine, CA*

" '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.

[Click here for video testimonials](#)

Joseph M. Miranda, DDS Dallas, TX _____

BTW: I have taken every, I mean every form/template from the course and have implemented much!! Why reinvent the wheel?"

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Get an overview that will help you build your practice

THE MAXIMUM CASE ACCEPTANCE SYSTEM™ AND DVD PROGRAM OPTIONS AND FINANCIAL DETAILS

Previously, the 10 month Live Case Acceptance Program was \$14,997.00. If the live version were to be conducted again, your investment would be \$24,9997.00. Now, the Exact Same System is available to you without requiring 10 months of time and for 85% less!



Premium Platinum Package

Self-Study PLUS
Live 2 - Day Meeting
Live Webinars
Live Teleconferences

\$5,597 (includes \$11,653.10 in *Free* Bonuses!)
Save 10% with one-time credit card payment

The Platinum Premium Package Includes

- I. The Complete Maximum Case System and 10 DVD Program
- II. Digital Document Templates for each lesson that you can edit
- III. Bonus Videos and Recordings:
 - 1. Simplifying Case Presentations
 - 2. Keeping Your Fees Up-to-Date
 - 3. Guide for the Financial-Coordinator
 - 4. Staff Presentation by a Successful Financial Coordinator
 - 5. Six actual case presentations by Dr. McNally recorded and transcribed
 - 6. Creating Images for Case Presentations
- IV. Quarterly Maximum Case Acceptance Coaching Calls with Dr. McNally
- V. Access to Quarterly Insider Elite Webinars

[Click to
order
Platinum](#)

More Platinum Package Bonuses Worth \$11,653.10

- ⇒ Registration to the 2 Day [Dental Success Summit™](#) and 50% Off Tuition for 2nd Doctor or 50% off for 2 team members (\$4,495.50 Value)
The 2010 Summit will be held in Orlando, FL on Friday and Saturday January 14 & 15, 2010 or it may be applied to one-day courses instead.



15 Min Consult plus a The telephone, Lifeline in Your Business DVD with [Chris Mullins](#) the phone doctor - \$395

2 Case Presentation Critiques by Dr. McNally (\$1874.62)



[Click here](#) for an Introductory DVD by Dr. James McNally
 Get an overview that will help you build your practice

[Click here](#) to
order Platinum

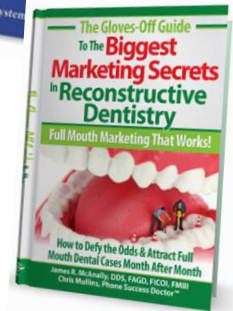
Premium Platinum Package - Pg. 2

⇒ **Big Case Marketing's Automatic Hiring™ Guide** Like it or not, staff turnover happens. The hiring guide equips you for hiring staff forever and for hiring staff that improve case acceptance. (Value \$997.00)



⇒ **40% off Smile Vision Imaging for next 12 months:** Not doing imaging now? Well, you will be following the discussion in the Program. (Value up to \$2900.00)

⇒ **“The Gloves-Off Guide to the Biggest Marketing Secrets in Reconstructive Dentistry”** Dr. McAnally's latest book with entire chapters devoted to case acceptance. It will change your thinking with what's possible in dentistry. (Value \$29.97)



⇒ **Secrets of the \$85,000 Case Presentation CD** (Value \$247.00)

⇒ **\$127,000 ICOI Presentation CD set:** This 3 CD lecture delivered over \$100K in added case acceptance for doctors that took what was discussed to heart. (Value \$347.00)



⇒ 3 Months of the **‘The Elite Doc’s’ Newsletter** (Value \$762.00)

Bullet Proof 100% No Risk Money Back Guarantee

If you watch the Program's Introduction DVD and don't feel you will receive your investment's worth from the Program, simply return your System and DVDs in the original packaging for a 100% REFUND. The Program bonuses are yours to keep!

[Click here](#) for an Introductory DVD by Dr. James McAnally
Get an overview that will help you build your practice

[Click here](#) to order Platinum

THE MAXIMUM CASE ACCEPTANCE SYSTEM™ AND DVD PROGRAM OPTIONS AND FINANCIAL DETAILS

Previously, the 10 month Live Case Acceptance Program was \$14,997.00. If the live version were to be conducted again, your investment would be \$24,997.00. Now, the Exact Same System is available to you without requiring 10 months of time and for 85% less!



Economy Gold Package

Self-Study

without

Live Meetings, Webinars or Teleconferences

\$4,397 (includes \$2835.97 in Free Bonuses!)

Save 10% with one-time credit card payment

The Gold Economy Package Includes

- I. The Complete Maximum Case System and 10 DVD Program**
- II. Digital Document Templates for each lesson that you can edit**
- III. Bonus Videos and Recordings:**
 1. Simplifying Case Presentations
 2. Keeping Your Fees Up-to-Date
 3. Guide for the Financial-Coordinator
 4. Staff Presentation by a Successful Financial Coordinator
 5. Six actual case presentations by Dr. McAnally recorded and transcribed
 6. Creating Images for Case Presentations

More Gold Package Bonuses Worth 3773.28

1 Case Presentation Critiques by Dr. McAnally (\$937.31)



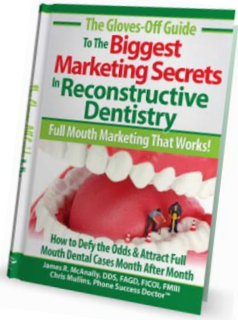
15 Min Consult with [Chris Mullins](#) the phone doctor - \$295



⇒ **40% off Smile Vision Imaging for next 6 months:** Not doing imaging now? Well, you will be following the discussion in the Program. (Value up to \$1450.00)

[Click here to order Gold](#)

Economy Gold Package - Pg. 2



⇒ “The Gloves-Off Guide to the Biggest Marketing Secrets in Reconstructive Dentistry” Dr. McAnally’s latest book with entire chapters devoted to case acceptance. It will change your thinking with what’s possible in dentistry. (Value \$29.97)

⇒ Secrets of the \$85,000 Case Presentation \$247.00



CD (Value



⇒ \$127,000 ICOI Presentation CD set: This 2 CD 1.5 hour lecture delivered over \$100K in added case acceptance for doctors that took what was discussed to heart. (Value \$347.00)

⇒ 3 months of the ‘The Elite Doc’s’ Newsletter (Value \$762.00)



Two Easy Options for Putting The System to You!

Work for

You have two easy options to make the investment in The Maximum Case Acceptance System™ and 10 Session DVD Program.

- 1) Save 10% by Paying in Full for the System and Program OR
- 2) Divide the Investment into 3 Equal Monthly Installments with No Interest

Bullet Proof 100% No Risk Money Back Guarantee

If you watch the Program’s Introduction DVD and don’t feel you will receive your investment’s worth from the Program, simply return your System and DVDs in the original packaging for a 100% REFUND. The Program bonuses are yours to keep!

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Get an overview that will help you build your practice

[Click here](#) to order Gold

The Maximum Case Acceptance System™

Yes! James, I'd like the following option to get me going as soon as possible!

Premium Platinum Package

___ One Payment saves 10% (\$5,597) --- 3 Payments (\$2052/mo.)

Economy Gold Package

___ One Payment saves 10% (\$4,397) --- 3 Payments (\$1,613/mo.)

Course Materials will be shipped at the rate of 3 lessons/Mo.
when you choose the 3-payment option

Credit Card Application

Card holder's name: _____

Business Name: _____

Business Address: _____

Telephone: _____ Doctor's Eyes ONLY E-Mail: _____

Type of card: Visa Amex MC

Credit card #: _____

3 or 4 digit security code _____ Expiration date: _____

Name as it appears on the card: _____

Billing address for card: _____

I authorize Dental Idea Lab to charge the above credit card according to our current agreement:

Signature of cardholder: _____

Date: _____

My signature authorizes Dental Idea Lab/Big Case Marketing to apply the above sum to my card.

Agreement Not to Distribute: My signature above attests to my agreement and acknowledgement that I'm am purchasing a trademarked system and that the materials provided by my purchase of this System are for use in one practice, are not to be copied, distributed, transferred or resold.

**Please print & fax this page to 206-260-8851
or call 206-905-1874 TO ORDER TO ORDER OVER THE PHONE**