

“ Marc **built trust, reduced workload, and fostered collaboration** with our doctors.

They're now **fully invested** in our marketing efforts, leading to a **more cohesive practice.**”

Bernadette Adams
Practice Administrator



NuPar△dym

△ Reimagine △ Rethink △ Reinvent

WE EMPOWER **PRACTICE** TRANSFORMATION!

Our Mission:

We are **passionate about changing** your paradigm by implementing winning strategic solutions for our clients **resulting in raving fans, delighted staff, excited associates, and increased revenue!**

Book a 20-minute strategy session to discover hidden revenue opportunities in your Marketing, Clinical, Operations and Patient Journey



No pressure,
Just insights
Scan to get
your
personalized
growth map
today

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Ready to Transform your Dental Organization?

NuParadym is the cutting-edge provider of transformative solutions for dental practices and DSO's. Our expertise lies in **implementing strategic approaches** that lead to thriving practices, satisfied team members, enthusiastic partners, and enhanced profitability.

Our goal is to revolutionize your organization by injecting exceptional operational efficiency, creating unique marketing strategies, and developing your team's skills to foster meaningful patient connections.

With **NuParadym**, dental practices and DSO's can experience substantial growth in EBITDA, witness remarkable same-store increases, and enjoy the advantages of a highly skilled and successful staff.

By leveraging our **revolutionary techniques and industry insights**, we empower dental practices to stay ahead of the competition and achieve long-term success. Our **comprehensive suite of services** includes training of doctors and staff on the creation of systematic treatment planning, advanced marketing tools and techniques, and training programs designed to **elevate your practice to new heights**.

With **NuParadym** as your partner, you can expect increased patient satisfaction, improved productivity, and a stronger bottom line. Let us help you **unlock the full potential of your dental practice** and embark on a journey towards excellence.

Optimize the Patient Journey!

NuParadym knows that optimizing the patient journey at every touchpoint builds trust, loyalty, and a positive experience.

We analyze how patients interact with your team then develop strategies helping Dental Practices **build stronger patient relationships**, stand out from competitors, and grow sustainably.

The patient journey has 4 major steps:

- **Pre-Engagement**
- **Engagement**
- **The In-Office Experience**
- **Post-Treatment and Follow-Up**

NuParadym will train your team and recommend the best technology for your organization to optimize the patient's journey at each touchpoint.

Build a Culture of Patient Intimacy for Sustainable Success

NuParadym knows patient intimacy is about building trust and genuine connections, not just treating patients.

We will teach your team how-to:

- Listen actively to patients.
- Present personalized treatment plans.
- Ensure patient comfort.
- Create personalized communication!
- Proactively contact patients with correct information.

Creating patient intimacy in your practice will give you a competitive edge, long-term patient relationships, and sustainable success.

READY TO TRANSFORM YOUR DENTAL ORGANIZATION?
SCAN TO BOOK A MEETING.



“We've seen a **drastic improvement in our marketing efforts across the board** since working with Marc.

The strategic guidance has led to **increased revenue, social media engagement, and increased lecture series attendance.**”

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Reimagine Rethink Reinvent

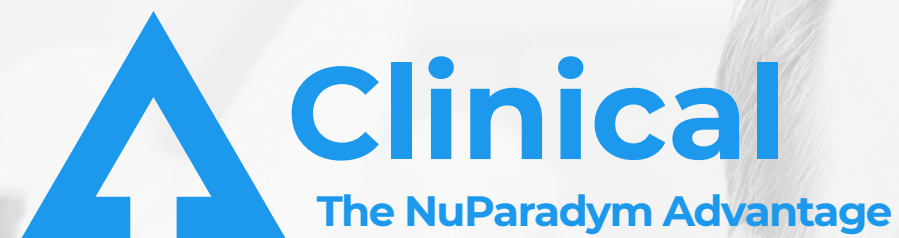
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TEEDIT Marketing Framework™



Some of the Services NuParadym™ provides:

Operations	Marketing	Revenue Cycle Management
Strategic Operations Plan	Strategic Marketing Plan	Strategic RCM Plan
Case Presentation and Treatment Planning	Call Center Development, Training, and Management	Coordinate Insurance Benefits
Creation of SOP's	Target Market Analysis	Accounts Receivables
Budget and P&L Management	Unique Selling Proposition (USP)	Insurance Verification and Best Practices
Structure for Weekly/Monthly Team Meetings	Website Optimization	Fee Schedule Negotiations with Carriers
Supply Management	Key Performance Indicators (KPI's)	Reduce DSO-Get Claims Out Correctly from the Onset
Scorecard Creation and Organized Metric Tracking	Social Media Marketing	Clinical Documentation Improvement



Transform Your Clinical Operations into a Market Leader!

The Stomatognathic Solution for Revenue Growth, Cost Efficiency, and Patient Satisfaction. We believe a successful dental practice means solving problems that most dentists can't. That's why **NuParadym is proud to partner** with the top-notch **clinical experts at The CCO Solution** to unlock the full potential of your dental practice through a comprehensive, data-driven approach to stomatognathic care.

The NuParadym/CCO Solution Advantage:

- **Comprehensive Training:** Master the complexities of the stomatognathic system through our in-depth training program, designed for both individual practitioners and entire dental teams.
- **Data-Driven Treatment Planning:** Leverage advanced diagnostics and treatment planning tools to ensure optimal patient outcomes and maximize revenue potential.
- **Patient-Centric Communication:** Enhance patient engagement and treatment acceptance with our proven communication strategies, building trust and loyalty.
- **Ongoing Support & Collaboration:** Benefit from our continuous support network, including mentorship, peer-to-peer learning, and access to the latest research and best practices in stomatognathic dentistry.



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20%
Increase in
Production Per Hour

Streamline operations and maximize chair time with efficient, evidence-based protocols.

12%
Decrease in Overhead
Reduce costs through streamlined processes, minimized complications, and efficient resource utilization.

21%
Increase
in Overall Production
Expand your revenue streams by offering comprehensive stomatognathic solutions.

15%
Increase in
Production Per Patient
Enhance case acceptance and treatment value through effective communication and optimal treatment plans.

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Pain Point	What is happening?	Solution
Lack of Comprehensive Treatment Planning.	The dentist is recommending simple, less productive treatment plans to patients.	One-on-one training teaching systematic treatment planning; allowing the dentist to recommend and discuss restoring the patient optimally as opposed to reparative (patching) dentistry.
The dental team is lacking consistent and predictable communication.	Confusion and disconnect within the team. Team members have different visions and ideas on how things should be done and just do it their own way or not at all.	Create and update systems as a team to reflect what "optimal" is for each team member – fostering commitment, clarity, and accountability.
Clinical team has under-developed communication skills.	Patients are not aware of concerns or urgency; therefore, are not accepting treatment.	One-on-one and group training with clinical team focused on co-discovery and core verbal tools to move away from tell-sell-teach and towards facilitating ownership and commitment to comprehensive care.
Treatment is being executed inefficiently.	Chronically running late.	The team is taught how to prepare for an ideal day as well as trouble-shoot in advance where issues may arise. Clinical skills are assessed and addressed to allow for all team members to improve performance.
Dentistry is being performed poorly.	Patients are complaining about the need for re-do's and/or failing restorations, pain, and esthetics.	Clinical education as a team and individually to appropriately diagnosis and treat a variety of issue.



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We provide solutions for your clinical team.

- Increased confidence & competence of all practitioners & team
- Acceptance of more complex restorative treatment plans
- Increased production per patient
- Increased production per hour
- Decreased re-do's and post-treatment complications



Learn more



Ebook & More



KEVIN KWIECIEN
DMD, MS

CCO Solution Clinical Partner

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Kevin Kwiecien, DMD, MS

Teaching and facilitating positive change in clinical dentistry has been a part of my career for over 20 years. Professionally, that is why I get out of bed every day. I graduated from **Oregon Health and Science University School of Dentistry** in 1995 and hold a master's degree in healthcare administration.

I have more than 25 years of private practice experience with most of those years overlapping in academia. Before joining **Spear Education** as full-time faculty from 2013 – 2018, I served as assistant professor of restorative dentistry at **Oregon Health and Sciences University School of Dentistry** where my roles included director of the university's faculty dental practice, as well as course director of pre-clinical fixed prosthodontics and co-course director of advanced restorative concepts. My dedication to high-level continuing education began with Dr. Frank Spear in 2001. Shortly thereafter, I completed the curriculum at the **L.D. Pankey Institute**. I have been presenting and leading presentations and workshops around the world for over 15 years. I currently serve as faculty member at the **L.D. Pankey Institute** and **OHSU School of Dentistry** but dedicate the majority of my time as the owner of **K Squared Facilitation and Dental Education**, facilitating long-term health for the practice, team, and patient, and now have the great pleasure of working with Jason, forming **The CCO Solution**, providing another outlet to have a positive impact in general dentistry for dentists and dental teams within DSO's.



JASON LUCHEFELD
DMD

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**Book Your
Meeting Now**

Jason Luchtefeld, DMD

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Active involvement in organized dentistry has been with me since dental school where I was the **AADS** (now **ADEA**) representative. Eventually, I found the **AES** in 2007. Shortly after joining I volunteered and soon became the **Chair of the Exhibits committee**. It was during this time that I met Dr. Bob Frazer and Dr. Dick Schirmer. They were getting ready to start a new Applied Strategic Plan (ASP) for the **AES** and asked me to Co-Chair the process. Through the **ASP process** I found a new passion that allowed me to fully express my love for learning, creativity, future-thinking and helping guide others.

I work with a collaborative group of innovative thinking and doers to help dentists, dental teams, dental organizations, and corporations realize their preferred futures. With experience in **Organizational Interviewing** to start the **ASP Process** through tactics related to Implementation and Integration of the plan, I am equipped to help an individual or a corporation envision and then fulfill their preferred future.

Meet the team at NuParadym



Founder of **NuParadym**,TM **Marc Heffner** is a fractional CMO in the dental industry. Marc creates growth opportunities for multi-location dental practices and healthcare private equity firms willing to invest in their future by building strong marketing teams and introducing new technology platforms.

Marc has guided organizations through social media's early days to today's customer-centric electronic media world. He knows how social media can change a brand and organization, but his 25 years of holistic marketing experience know how hard it takes to execute a well-developed and smartly executed plan. Marc has developed strategic business and marketing plans, including building marketing organizations from scratch, and growing them into large in-house teams. He built and managed several call centers that book thousands of new patients monthly.

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Education

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714-270-9205



Travis Rogers

Vice President of Business Development

Under DrDDS Innovations, Travis Rodgers focuses on dental technology, marketing, strategy, financing, and go-to-market methods. He and GHLDental team are experts at setting up GoHighLevel for dental practice, DSO, consultant, and vendors.

Travis is known as "The Technology Guy" in dentistry because to his Silicon Valley entrepreneurial background. He invented Electronic Referral Systems, online scheduling,

and Patient File-Sharing apps in dentistry. Travis is a popular dental technology speaker, instructor, and consultant. For technology-dental thoughts, follow Travis on LinkedIn or subscribe to his Dental Venture Capital newsletter.

Education

California Polytechnic State University

San Luis Obispo Campus

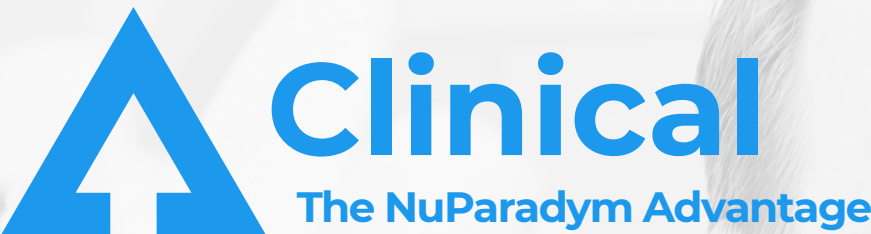
Bachelors, Business (Marketing Management)



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Kerry Vail, a respected dental professional for 18 years, is known for her innovative methods and dedication to excellence. With experience in organizational management and leadership, she offers creative problem-solving while providing high ROI.

In her leadership roles Kerry has led strategic planning, process enhancements, and operational improvements producing 9X ROI. Her specialty is streamlining workflows and delivering results in various organizational settings. She has established SOP's and led the recruitment and development of new team members as Director of Operations, resulting in 51% company growth.

Kerry coaches and mentors to achieve perfection. Kerry helps others reach their potential through technology, collaboration, and talent development.

Education

Ashford University

University of Arizona Global Campus

Master of Arts in Organizational Management and Leadership

Ashford University

University of Arizona Global Campus

Bachelor of Arts in Criminal Justice



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Travis Rogers

Vice President of Business Development

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