

SPEAR®

Elite  Dental
PARTNERS



Our Mission

To help dentists and their teams pursue and achieve Great Dentistry.

What We Do

Spear provides developmental opportunities that:

- Advance clinical skills for the dentist and team
- Improve practice growth capabilities
- Enhance the patient experience and improve patient outcomes
- Help every member of the team grow to their highest capacity



SPEAR®

The Category Killer

- 1980 New York Times
- "Wal-Mart Closing the Sears Gap"
- Sears & Roebuck were #1 & #2 retailers
- One-third size of Wal-Mart
- What happened next?
- 1989 Wal-Mart surpasses Kmart
- 1992 Wal-Mart surpasses Sears
- 1994 Kmart merges Sears & Kmart combined
- Today
- Larger than Home Depot, Kroger, Target, Costco, Sears & Kmart combined
- Today, largest retailer in USA & world
- No comparable rival

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How We Elevate Dentistry

Spear has the world's largest membership dental community and education library

- **13,500+** Members
- **700+** Study Clubs
- **5,200+** online educational videos and animations
- **376K+** hours of digital content consumed annually
- **300+** campus workshops offered annually



1. Represents unique subscribers as of June 30, 2022. Inclusive of customers from dental schools.

Content for Every Clinician

Dental School Graduates

Problem: Know the basics, but lack hand speed and advanced clinical and communication skills.

Spear: Rapidly accelerates clinical learning and hand speed, and increases confidence, improving case acceptance.



Experienced Clinicians

Problem: Most doctors want to do what is best for their patients and at the same time drive higher productivity

Spear: Advanced learning both online and in person help doctors do increasingly advanced cases and expand service mix



DSO/DPO

Problem: Unstandardized education and lack of tracking of learning within organizations.

Spear: Standardized, industry-leading educational content and a Learning Management System with monthly reporting.



Dental Specialists

Problem: Depend on GPs to refer, and would like higher quality and larger numbers of referrals

Spear: Specialists lead study club networks, helping general dentists learn how to take advantage of their specialty networks



Goals for New Doctors

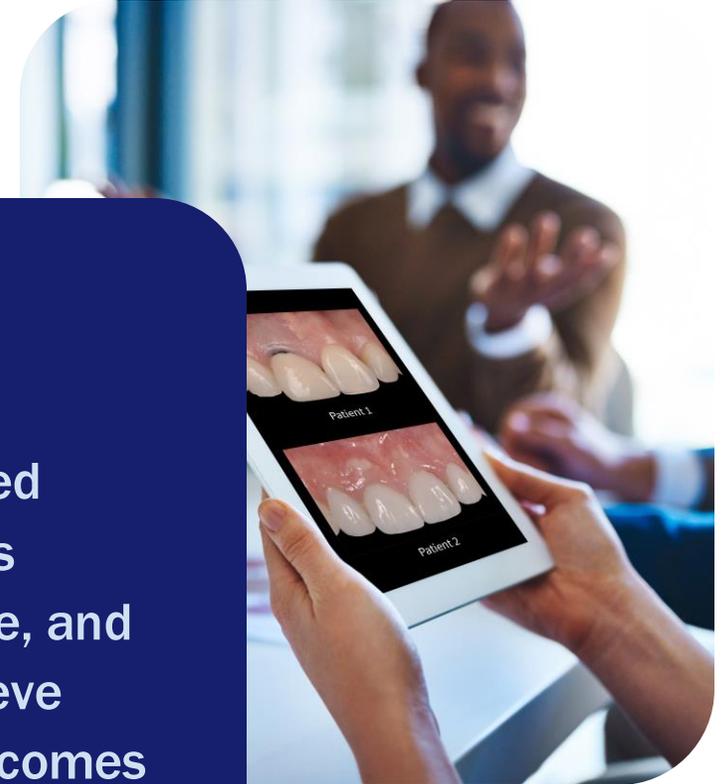
- ✓ Understand the Basics of Diagnosis, Treatment Planning and Case Acceptance
- ✓ Effective structured learning to increase clinical confidence, and efficiency to achieve better patient outcomes

Goals for Seasoned Doctors

- ✓ Comprehensive Treatment Planning
- ✓ Clinical Procedural Efficiency
- ✓ Increase Scope of Practice, Mix of Services
- ✓ Aligning execution to practice and organizational targets



Effective structured learning increases clinical confidence, and efficiency to achieve better patient outcomes



CASE STUDY

Impact of Integrated Training on Doctor Productivity

CHALLENGES

- Delivering consistent patient and practice outcomes at scale.
- Quick onboarding of new clinicians and team members to a high-performance level.
- Aligning implementation to practice and organizational targets.
- Ability to track team engagement across the organization.

BACKGROUND

Participants: 4 organizations (25-50 doctors per group) Over 50% of the participants had less than 5 years of experience.

Objective: Increase productivity and patient satisfaction through a combined approach of clinical education, hands-on training, and soft skills development.

Actions Taken

Clinical On-Demand Learning

- Flexible, self-paced courses tailored to current clinician needs
- Focus on key clinical updates and best practices

Hands-On Clinical Learning

- Practical, real-world application through theory and hands-on exercises.
- Enhanced diagnostic skills and treatment techniques

Soft Skills Development

- Communication and patient interaction training
- Empathy, active listening, and rapport-building strategies

RESULTS

Productivity Increase per Doctor With on demand learning only, production increased ~\$500 to \$1000/day. Adding hands-on, the increases went up to ~\$1500 to \$2200 per day

Patient Engagement: Stronger doctor-patient relationships, boosting satisfaction and retention

“Spear has shaped the way I think about patients as a whole and helped open the door to more complex treatment with my patients.”

- Dr. with DSO whose production raised \$4000/day in 18 months.

Spear solutions are used across the entire dental practice

PATIENT: LOBBY VIDEOS

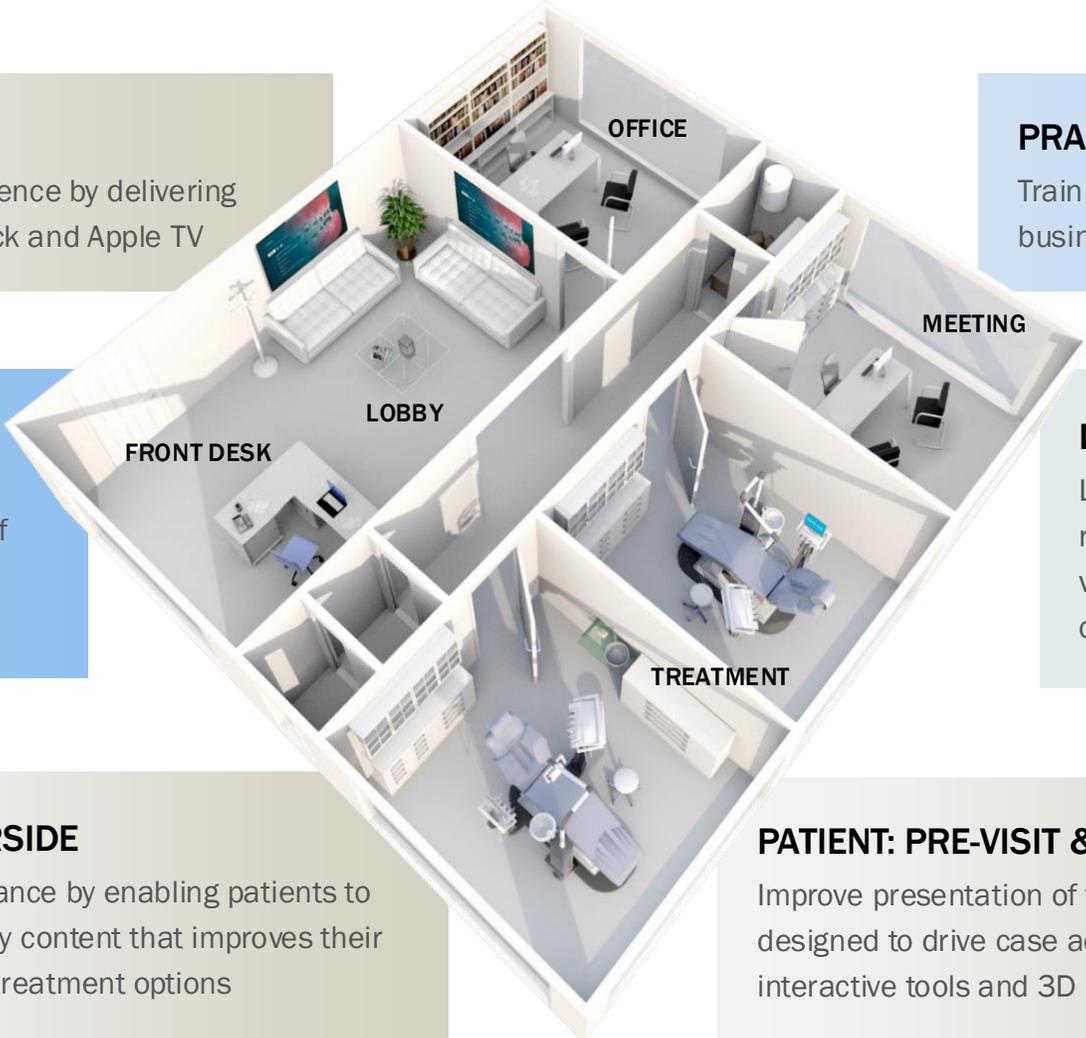
Enhance the overall patient experience by delivering educational content via FireTV Stick and Apple TV

PRACTICE: DATA ANALYTICS

Train and support practice leaders to run the business more efficiently with data analytics

PRACTICE: GROWTH METHODOLOGIES

Advise on and support implementation of proven growth strategies that drive production growth



LEARNING: ONLINE COURSES

Learn the clinical and technical skills required to perform advanced procedures via a modern LMS delivering best-in-class content

PATIENT: CHAIRSIDE

Drive case acceptance by enabling patients to engage with quality content that improves their understanding of treatment options

PATIENT: PRE-VISIT & POST-VISIT

Improve presentation of treatment options designed to drive case acceptance via interactive tools and 3D content

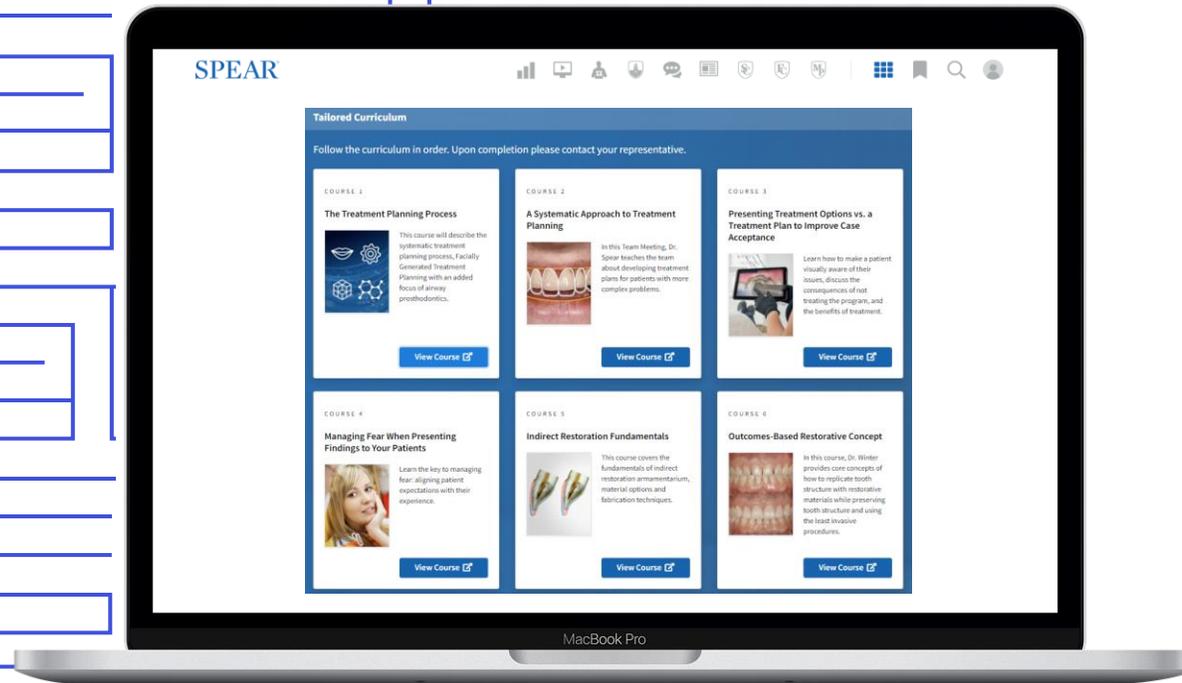
Spear Online

Spear Online is **dentistry's most innovative online learning platform**. Members have access to:

- An award-winning library of **1,500+** CE-based clinical lessons, staff training, and team meeting resources.
- **Spear Talk** — a clinician-only online forum.
- **Unlimited use of Patient Education resources** including: practice-branded lobby videos, shareable diagnostic and treatment videos, the chairside mobile app, print-ready treatment plan documents, and educational video content for use on practice websites and social platforms.



Tailored Knowledge Center



Co-branded Online Curriculum Portal (Spear/DSO) featuring Spear Online, dentistry's most innovative learning platform

- ✓ Curated curricula pathways that address your organizational goals
- ✓ Take the guesswork out of developing your teams
- ✓ Operational Enablement Tools
- ✓ We deploy content and curricula for each role and stage of clinician in the office
- ✓ Monthly Engagement Reporting

Spear Campus

The Spear Campus is a 65,000 square foot, state-of-the-art facility, located in Scottsdale, Arizona.

Campus features

- 300-seat lecture auditorium
- Meeting rooms
- Workshop labs
- Boardroom
- Operatories
- Cafe

Key Metrics

- 80+ Faculty
- 200+ Visiting Faculty
- 46 Weeks a Year of Campus Learning
- 34 Average Campus Workshop Class Size



Spear Campus

Benefits for Elite Dental Partners

- Spear and CDOCS Workshops - 25% Off
- Spear In person Seminars - 50% Off



What Spear Clients Say

"The workshops have been the best education I have ever received. It's made a huge change in the practice. Last year I took off 12 weeks and at the same time had my best year for revenue."

Dr. Peter Virga
Client since 2008

"I established the foundation of a great career in just three years."

Dr. Heather Adams
Spear client since 2011

"We have raised the bar for what is possible in patient care."

Dr. David Barget
Spear client & Study Club Leader since 2009

SPEAR[®]

The Solution for Great Dentistry