

Trusted Partner to Public Flagship Universities Since 2004







**Dr. Barber** 

480-330-8407



Call / Text Dr. Barber or Dr. Erskine direct to discuss your dental assisting school opportunities

**Dr. Erskine** 

480-510-3289



#### **OWNERSHIP**

We are Drs. Christopher Erskine and Robert Barber. We've practiced dentistry for more than two decades, and we maintain a successful practice in Gilbert, Arizona. Over time, we've noticed a decline in the quality and completeness of training for recently graduated dental assistants. This trend in turn has required more hands-on training upon hiring. We began offering internships in our office for these new assistants, improving their skills and marketability. After several years of providing internships, we partnered with DASC to open our own school and after licensure and opening our school, became owners of DASC. In these learning environments dental students receive their regular training, along with our internship, fully qualifying them for the workforce. This experience led us to want to share this practice with dentists around the country like you. This would reduce your chair time and allow you to hire more dentists to do the wet finger dentistry, not to mention earn more than you ever have. We would love to speak with you about this wonderful opportunity to boost your retirement goals while lowering your workload. We are passionate about helping dentists realize their financial dreams.

Dr. Robert Barber graduated from Case Western Reserve University. Prior to studying at Dental School, he attended The University of Utah. Dr. Barber has been practicing for 22 years. He started Gateway Dental Care 18 years ago. Since he began practicing dentistry, Dr. Barber has kept up to date on the latest techniques in dentistry, ensuring that his patients receive the most comprehensive and advanced dental care. He especially loves Orthodontics and is exceptional with children. He has a very gentle touch.

Dr. Christopher Erskine graduated from Case Western University in 2002. Prior to studying at Dental school, he attended the University of Utah. He consistently takes many continuing education classes, ensuring that all his patients receive the most comprehensive and up to date dental care. Dr. Erskine has been practicing for 22 years, 18 of which have been at Gateway Dental Care. He has a passion for dentistry and enjoys creating personal relationships with each of his patients. Dr. Erskine is married and has 4 children. He enjoys spending time with his family and running marathons. He is an extremely gentle dentist who takes pride in his work.





"My school just celebrated a grand opening event that was covered by our local Chamber of Commerce 4 weeks into my first class of 8 students. During that event 4 more signed up for my next class and I'm now very confident we'll have 10 in our next class - all from our small town of 17,000 population. I love my students and they love our program. I have great expectations for the success of my scholl with DASC's full support."

Dr. LaTonya W.

# Who we are looking for

"But I'm not an experienced vocational school operator"

Really? Just because you've never held the job title doesn't mean that you're not the perfect person to make a great dental assisting school owner. The right attitude is all it takes! Armed with our turnkey school systems, technology, training, and student marketing expertise, combined with the support and over 20 years of experience we provide and share, you will be very successful!

You will need a very decisive attitude once you've made the decision to be a school owner and DASC partner. We'll provide the rest.

Granted. Dentists are our preferred partners to join our school owner national network, but we've even had highly motivated hygienists and even enterprising dental assistants open up schools with us. You'll need at least 3 operatories and have a typically equipped office.

# **Market Potential**

\$500 billion annual market. Recession - proof, pandemic - proof industry

Very high demand for dental assistants and dental receptionists

With our demographics



I've looked at other school opportunity packages and even tried one that promised to get my state license and stopped the work half-way through. The expensive package I received was just a couple of binders and file that explained how to do things, and was afraid that I would not have the time to do all the work myself. DASC took on the responsibility of getting my school license, then ensure through aggressive marketing to drive students to my school. I like the set up since I'm mostly hands-off to a large extent. The fees DASC gets is very low for the amount of work they do and it doesn't affect my bottom line. The amount of money I save from developing anything from scratch far outweighs their initial startup cost

Dr. Sam O.



# How much does it cost?

Our one-time startup package is \$20,500 which is all-inclusive and includes curriculum and product/documents branding, school asset acquisition discounts, a Learning Management System, Dentrix training software, instructor hands-on lab week by week guide, lab competencies skills sheets, transcript and graduation certificate templates, and our Online Platform with PowerPoints, course ebooks, and dental assistant procedures training videos. You'll have access to our self-paced school owner training platform with videos, resources, and downloads.

DASC will assign an expert school licensure and credentialing consultant to get your school approved by your state board. DASC will build you a proven to attract students responsive website on our custom website builder with your choice of one of various school templates. You'll also receive access to our experienced digital marketing team that are experts at driving student leads. DASC has all the technologies you'll ever need to grow your school including an All-in-One Customer Service Management (CRM) Platform, School Owner Learning Management System (LMS), hybrid curriculums (online student LMS, hands-on lab instructor guides, admissions and instructor training videos, all customizable school documents, local marketing assistance, on-going owner and staff support with your own dedicated Client Success Manager, marketing and admissions, and much more... It's a total school and technology package worth over \$200,000 if started from scratch.

Ask yourself if earning an average of \$300,000 from the first year of a business is worth an \$20,500 investment and a complete ROI from the very first class. It's a no-brainer.

# Earning potential with just one program

#### Number of students per year

7 Classes / year	5 Classes / year	4 Classes / year
# students	# students	# students
\$468,180	\$385,560	\$308,448

GROSS PROFIT PER YEAR

No long-term Contracts.



# DASC's dental assistant school partnership program will help drive well over six-figures.

DASC's school owner program is one that will help drive well over six figures to dentists seeking a consistent passive income revenue generator. By utilizing our proven turnkey educational, school technology, operational, marketing, and management systems, you'll save thousands on development costs since we've already developed them over the years for use by our public university partners.

Conduct your own research and you'll see that the average cost of launching a career school is well over \$100,000 for even the smallest campus. Your total startup cost with DASC is only \$20,500 with our campus system and a complete return on investment from the very first class.

It is in the best interest of DASC to drive student enrollment as we earn ongoing \$300 per student revenue from students paying for the online platform subscription. You earn money from tuition and fees that average \$4,000 per student.

What is so special about this program?

It's the relative ease to launch because of the existing mix of expertise and assets.

Your facility provides the existing location, equipment, and dental assisting staff member to teach the course. The entire program is designed to bring sustained revenue with no major up-front investment, very low overhead to operate, high-profit margins, fast growth, and a complete return on your investment on

#### Offering Dentists the best of both worlds!

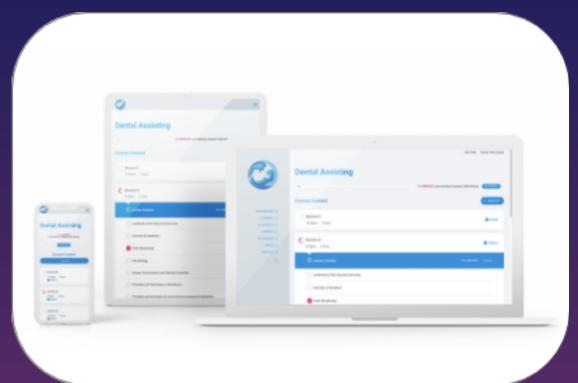
All the operational platforms and systems of a well-established franchise but without the franchise fees, or their strict regulations.

Then there's the flexibility of an independently owned business without development costs or startup risks!

#### Complete School Training Package



State School Licensure & Credentialing



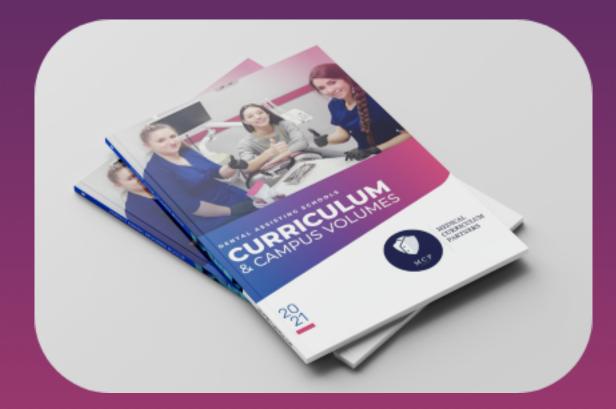
Interactive Student LMS Platforms



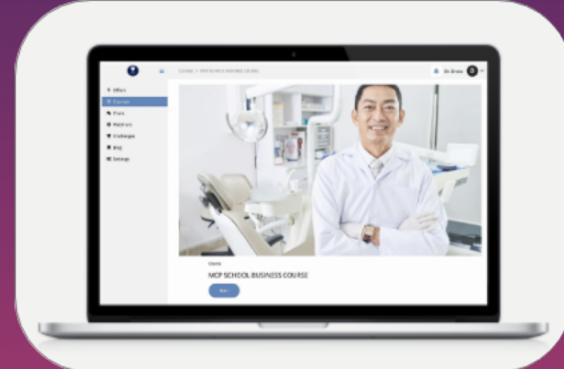
**Classroom Documents/Assets** 



**Custom School Webite** 



Fully-Developed Hybrid Curriculums - Unlimited Access Dental Assistant / Dental Receptionist / Orthodontic Assisting / Phlebotomy / Pediatric Dental Assistant



Self-Paced School Business
Online Platform Course



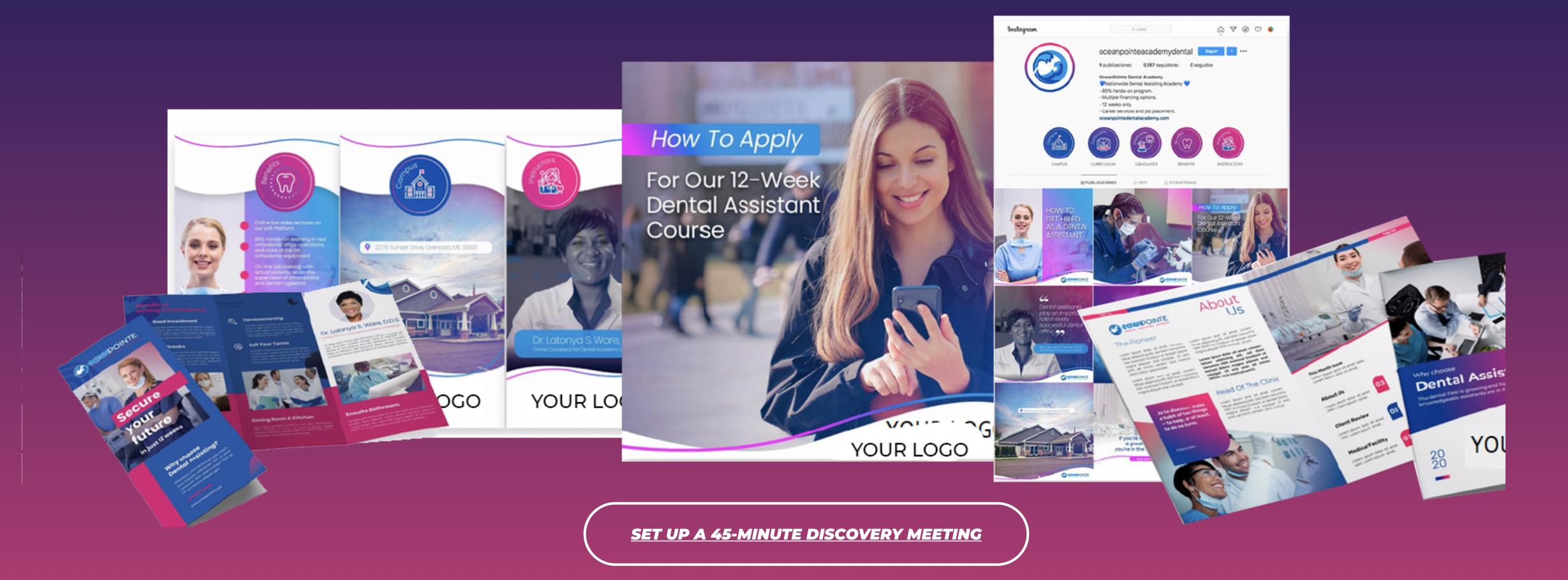
Local Marketing Training & Assistance & Oversight



7 Classes Per Year

#### Our Proprietary Design Platforms

100's of Customizable Local Marketing School Templates on our proprietary Design Platform



#### Intial One-time Entry Fee

\$20,500

- State credentialing of your school
- All state-licensure-required curriculum files, lesson plans, syllabi, school business plan,
   2-year financial templates
- Required catalog, enrolment contract, and sample advertising templates

**DENTISTS KEEP 100% OF THEIR SCHOOL REVENUES** 

NO LONG-TERM CONTRACTS

YOUR SCHOOL BRAND OR OURS

SET UP A 45-MINUTE DISCOVERY MEETING

#### Business Planning / 2-Year Financial Forecasting

- 6 hours of school's market area demographic research
- Two 52-page custom business plans
  - One for the state
  - One for the dentist
- Financial 2-year detailed forecasting with forecasted balance sheet
- Final team review for state submission

## Curriculum and Campus Document Customization

- 12 hours of our curriculum customization
- 14 individual course syllabi
- School catalog with specific policies
- Enrolment contract development
- Enrolment process set up and onboarding
- Campus student information system
- Tuition lending platform setup and onboarding
- LMS platform set-up and onboarding
- CRM set-up and onboarding

Instructor training

Digital Marketing and
Admissions Packages With
Training Plus Local
Marketing Collateral
Customization and
Unlimited Consultations

- Local marketing collateral customization
  - School flyer(s)
  - Landing pages
  - Facebook page
  - Instagram page
  - Social media and creatives
  - Local marketing set-up
  - Multi-page school website
  - Email campaign templates
  - Post cards
  - Radio ads
  - PR releases
  - Print ads
  - Marketing calendar and budget spread sheets
  - School marketing training and manual
  - Admissions manual and training

Full Admissions Team

### FULL PROGRAM

2 ways to get started:

- 1 Pay in full
- Financing through Affirm for 36 months (2.5% finance fee)





# DASC: Partners to dentists who think outside the box.

Join the turnkey program dentists are buzzing about!

Designed to bring sustained revenue with no major up-front investment: low overhead, high profit margins, fast growth and ROI - from the very first class!

#### 10 week hybrid dental assistant program hours:

158 hours online video lecture/hands-on lab, clinical shadowing, and externship. Students fully prepared for State and DANB RADIOLOGY CERTIFICATION and CPR.

#### Add-on state approved curriculums

Get Expanded Functions approved, Orthodontic Assistant, Front Office Dental Receptionist, Pediatric Dental Assisting with Conscious Sedation, and Oral & Maxillofacial Surgery Assistant curriculums.

#### **Tuition**

\$5,995

Program
Details

Overview

#### **Average enrollment potential:**

60 to 80+ students per year

#### **Average profit per student to dentist:**

\$4,000

#### Schedule:

Either two evenings per week x 8 weeks or Saturdays x 8 weeks. Based on needs and dentist choice of schedule. Our hybrid program have students completing weekly assigned online lecture modules of the program first, then attending that week's hands-on training for 8 weeks at your campus.

#### Average class size

10-15 students

#### **Hands-On Training Hours:**

Saturdays or Sundays 8am - 5pm or

Two Evenings per Week: 6pm - 10 pm

Both online and hands-on are convenient schedules for working students

#### **Location for Hands-On Training:**

Your dental practice

#### **Average overhead:**

20%

#### **Total Start-Up Investment ROI**

5 students from the first class.

#### **Marketing Break-Even**

2 students per quarter

#### Average breakeven per class:

2.5 students

#### **Instructor/Program Manager:**

Dentist, Dental Assistant, or Hygienist on your staff + MCP LMS Online Lectures with Videos, Audio Narrated Platform, Quizzes and Tests.

#### **Revenue to Dentist:**

100%



#### Licensing, Accreditation and Compliance -

#### The First Critical Step To School Ownership

Our strong relationships with state regulators and national accreditors helps in the licensing process.

DASC establishes operations for long term success, including on-going development of educational policies, catalogs, handbooks, planning documents, and more:

- Development of standard operating procedure manuals
- Annual curriculum reviews and updates for regulatory approval.
- Implementation of student information systems to maintain accurate student records.
- Preparation for and response to regulator on-site visits and audits.
- Assistance with all deficiency and compliance issues.

Our combined experience at all levels of education and unmatched industry insight into the ever-growing and changing regulatory environment makes us your ideal partner.

#### School Compliance

Our compliance management experts assure your school stays compliant with state and federal regulations. We develop and create compliance calendars to keep your school on track, research and provide guidance on regulatory requirements for private post secondary institutions and programs. We review and revise educational policies, catalogs, handbooks, planning documents, and more. We will also develop standard operating procedure manuals, coordination and completion of all state government, regulatory, and compliance documents. Getting a school license is the critical first step to any career vocational school launch. We provide you the knowledge, guidance and management to staying compliant with proper data reporting.





#### How The Program Works

Your school will operate as part of a national network of dental assisting campuses.

Once your school starts enrolling students, your partnership share is 100% of the net revenue per class. DASC earns \$300 per student for the online subscription (paid by the student).

Other competitors charge up to \$40,000 for a "Do It Yourself Package." It's a product sale and not a partnership.

Yet, other competitors will pay you 8% of revenues while they enjoy 92% of the income while utilizing your facilities and equipment. In essence, it's a lease fee and not a true partnership. They own the school license and the students are also theirs. Plus, with this type of agreement, they can pick up and move their school from your office at their whim, and you are left with nothing. DASC on the other hand has a vested interest in your school's profitability through educational platform sales. The more students we help each campus enroll, the more you, the Dentist school owner, and DASC makes.

**SET UP A 45-MINUTE DISCOVERY MEETING** 







#### Our Ready To-Go, Plug-And-Play Curriculums Saves You Time and Money.

- Clinical Training Manuals
- Instructor Manual
- Weekly Course Syllabus
- Weekly Lesson Plans
- Course PowerPoints
- Procedure Videos
- Clinical Sessions
- Final Exam Practicals Stations Format
- Textbooks Lessons/Assignments Integrations
- Online Lectures, Quizzes and Exams
- Student ID
- Student Handbook

- LMS and Live Video Platform
- School Catalog
- Enrollment Contract
- Transcript Template
- Externship Forms and Letters
- Lab and Externship Competencies Checklist
- Lab Manual
- Graduation Day Guide
- Graduation Certificates
- National Certifications
- School Supplies and Training Equipment
- And Much More...





Our highly popular ebook prospective students can download

## School Business Plan With Financial *Forecasts*

Comprehensive School Business Plan written by school operations and financial professionals. Includes a marketing plan and a 2-year projected monthly P&L, cash flow, income statement, breakeven statements, and balance sheets. A great planning tool and blueprint for school financial and operational success. The business plan is written specifically to your school's location/geographic market based on our team's market research, saving you time from doing this yourself. It is not some general boilerplate plan. Like everything else we do, it is customized with the dentist in mind.



#### 85% Hands-On *Training*

Our course content compares very favorably to those offered at top dental assisting institutions. In fact, our curriculums have been thoroughly vetted by our university partners. It is intense and highly competency-based with students learning theoretical concepts via online audio-narrated PowerPoint lectures, pre-lab videos, with our programs comprising of 85% hands-on learning. This hybrid combination is just what our demographic market likes. Students are performing dental assisting tasks and learning procedures from day one in a real dental clinic with real dentists, real dental assistants, real patients, and real equipment.

#### Brand Value and Tuition Lending

Our program provides intrinsic value. Students place a high value on obtaining a certificate that comes with national DANB Radiology Certification, and from a national brand with on-the-job training. Combined with our proven student marketing, your school can become the immediate market leader in enrollments for dental assisting training in your respective community.

#### Convenient Class Schedules

Our program is designed to accommodate the needs of working, mature adults who cannot attend a full-time program due to job and/or family obligations during the week. The convenient two evenings a week or one Saturday per week schedule allows students to keep their jobs while in school and gives them a "fast-track" path to a new dental assisting career.

#### Affordable Tuition

Tuition for the dental assisting program is a fraction of the cost of attendance at area proprietary schools that charge upwards of \$18,000 and leaves students with very high debt upon graduation. Your school allows students to have a realistic plan to achieve the career success they seek.





# The Role Of A Dental Assisting School In *Your Practice*

Specifically, a dental assisting school can add to the internal support of your practice in addition to augmenting personal income.

#### There are many key benefits that help with both finances and time:

Launching a school allows offices to optimize revenue by normalizing pricing, leveraging, and improving advertising effectiveness. Students often become practice ambassadors driving more patients from their own personal circles of influence, allowing Dentists to accept more of the kinds of patients they prefer. This helps do away with lousy insurance plans, as well as allows Dentists to take more family vacations. All this without worrying about income being tied to chair production hours.

A school can significantly reduce overhead through income production from typically idle real-estate and equipment during non-patient hours. You'll also experience happier, more productive staff that will be earning an additional \$17,000 or more per year teaching the school curriculum part-time paid by student tuition. Finally, the school acts as a talent pool hub, there by reducing recruitment, training, and turnover costs. You'll always have the first pick of top graduates as needed and other area practices will also look to your school for the instaffing needs.



#### **Drive Revenues With**

#### High-Demand Education

Enjoy depositing passive income checks of \$45,000 up to 5 times per year. Overhead costs are very low averaging 18% to 25% of gross revenues utilizing our proven school model.

#### **Average Dental Assisting School Profit**

- Up to \$4,000 net profit per student from student tuition alone. With an average of 50 to 70 students per year per course.
- Additional add-on curriculums (orthodontics, dental receptionist, dental office management and expanded functions).
- Contract training other new-hires and existing staff from area dentists.
- Your office will prduce revenue during the times it is closed to patients.
- Obtain new patients via student referrals (the kinds you want to work on).

#### You Will Be Able To Enjoy:

More vacation time with your family, additional income to purchase your dream vacation home, add to your retirement nest or pay down bills. All without touching your regular income from your medical practice or position, or increasing production hours to drive the same net income levels your school will bring you.

Add value to your practice: On average, private vocational schools sell for 2.5x to 3x the discretionary cash flows after ad-backs which can be substantial. Practice buyers will love the additional passive income when you decide to transition out of practice.





Over 24 hours of online video-based lectures aligned with hands-on lab procedures. Students watch audio PowerPoint slides and watch pre-lab procedures on video, before coming to campus for hands-on training. Students are able to have exposure to lab procedures twice.

No classroom space is required for theoretical lectures. Allows students to learn on the go.

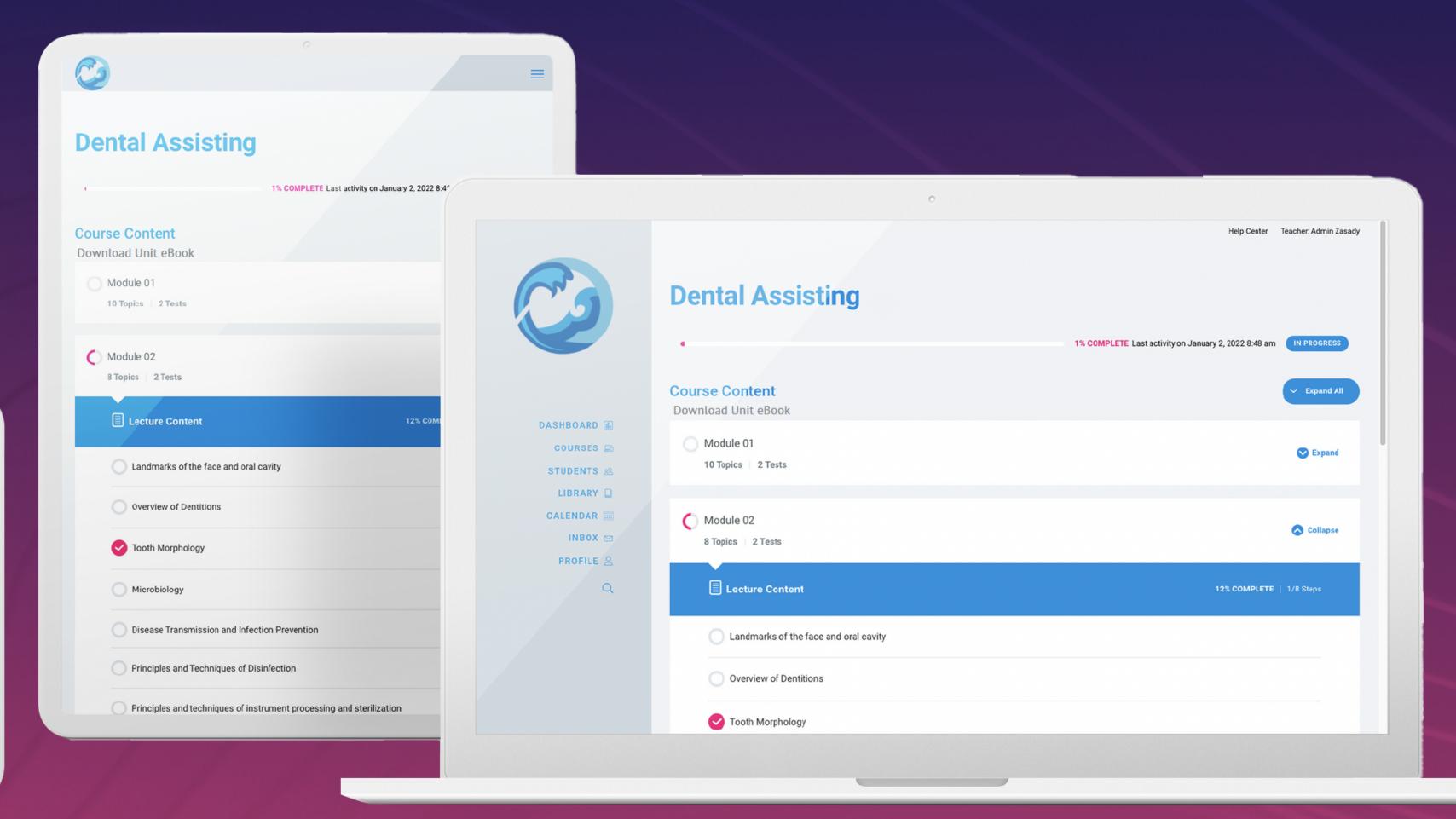
**Dental Assisting** 

1% COMPLETE
Last activity on January 2, 2022 8:48 am

Download Unit eBook

**Course Content** 

Module 02







#### Get In, Get Out,

#### Get Paid

No need for students to sit in class 5 days per week for up to 9 months like other expensive proprietary schools. Instead, they'll be on the fast track to complete their dental assistant training and start earning a great salary in only 8-10 weeks.

#### Convenient Class Schedules

Flexibility for the working adult! Students can continue to work in their current job and take care of family obligations while attending school. They have the choice of 10-week program that best fit their schedule and yours:

**Saturday:** 8:00AM - 5:00PM OR

Evenings-Twice a week: 6:00PM - 10:00PM

For the dentist, this means up to 6 classes per year can be giving, driving even more revenues.

#### Outstanding

#### Career Prospects

Dental assistants are a vital part of any community. As our nation grows, the need for dental assistants increases. The Bureau of Labor Statistics (BLS) predicts the following growth rates through 2024:

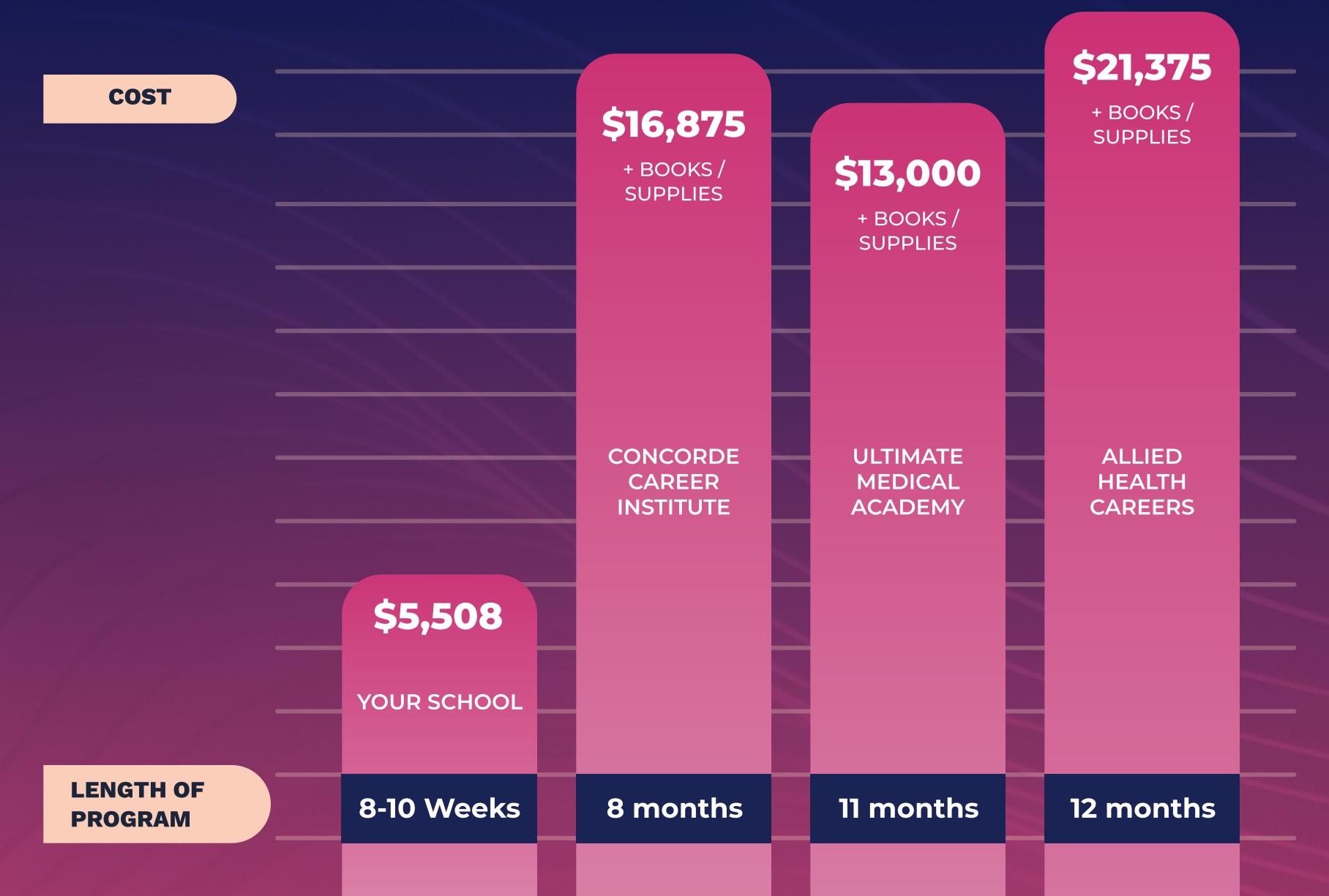
All occupations: 7%

Dental assistants: 18%

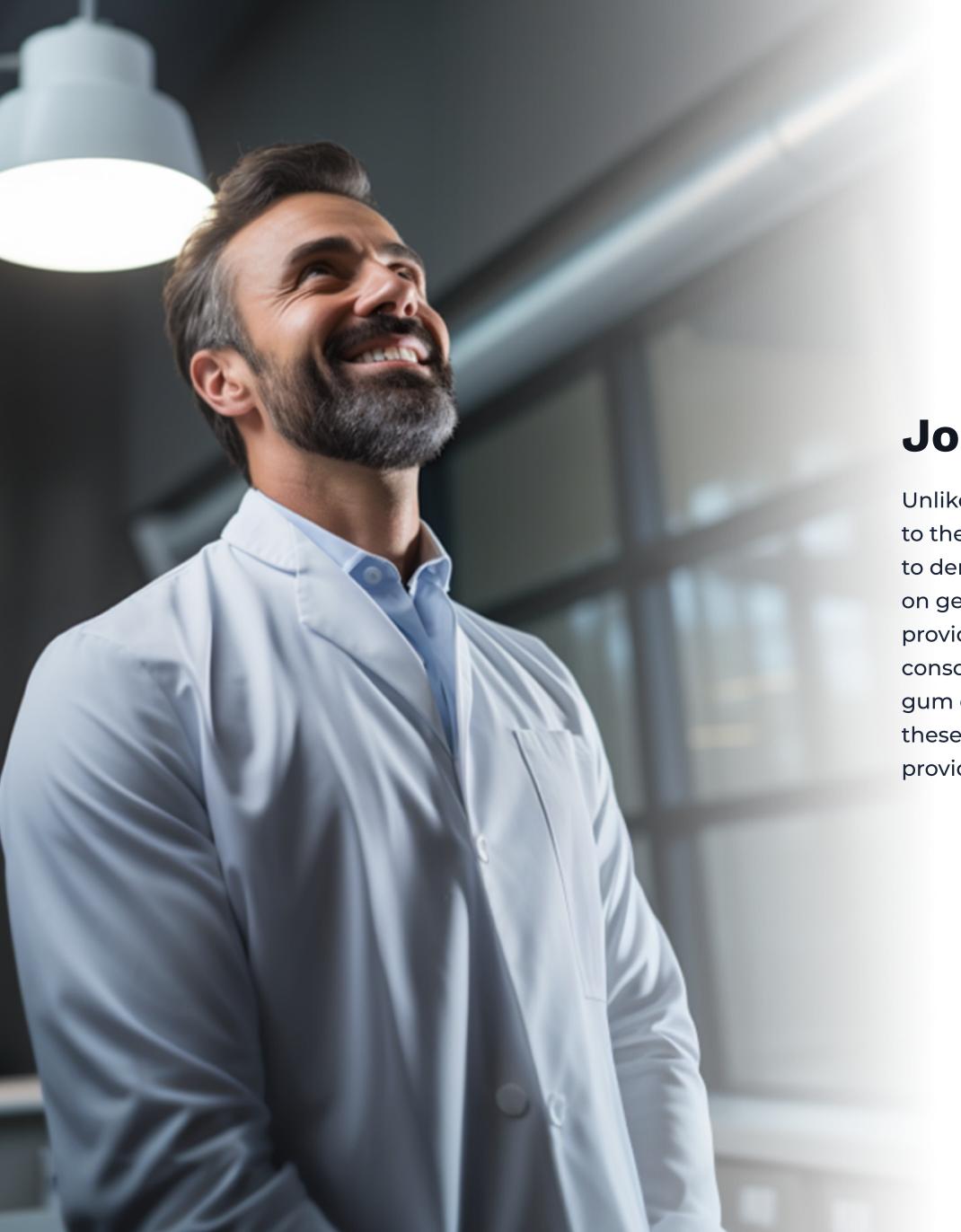
That's more than 2X the demand! And based on the national average, dental assistants earn \$19.97/hour and have excellent benefits. Plus, there are advancement opportunities for those who seek further education in expanded function duties.



Students Clear
Choice - Quality
Hands-On Training
At A Fraction Of The
Cost With DASC







#### Job Security

Unlike earlier generations, the population is holding on to their original teeth in greater numbers. They will turn to dentistry to preserve and protect their teeth, relying on general and cosmetic dentists and orthodontists to provide crowns, caps, bridgework and fillings. They will conscientiously have their teeth cleaned to prevent gum disease and root damage. The demand to provide these services with the assistance of a dental assistant provides on-going job security for students.

#### Return On Investment

The secret to paving a path to future financial success is to spend as little as possible on the investment and get the maximum return from that small, initial investment. For students of your program, their return on tuition investment is less than 215 hours of work as a dental assistant at a dental practice, or a month and a half at the current national average salary of \$19.97 per hour. Compare this to an average 1,000 at other schools with much higher tuition.





#### Hands-on Training

Rather than just learning on manikins, students will receive hands-on training in the operatories under the watchful eye of your dental assistant instructor. They'll watch live video lectures from home, then come into the practice where they'll spend eight hours per week in demos and lab practice learning the core skills of chair-side dental assisting. In week 3, students will start to shadow and observe the dentist and staff performing actual patient procedures during clinic hours.

This adds great value to their training - working with real dentist, real equipment, and with real patients.
Students will receive true on-the-job training.

#### Tuition Financing

Tuition for your students is a fraction of the cost of other brick and mortar vocational schools. Students will graduate almost debt-free compared to other schools where the loan-to-debt-ratio will exceed 30% of their discretionary income after graduation.



#### Outcome Based Curriculum



#### **Dental Assisting I**

Introduction to the profession of dental assisting, with a survey of the history, dental terminology; introduction to the techniquesof prevention, infection control, patient communication and motivation; Procedures in vital signs, medical emergencies, handling of special-needs and medically compromised patients.

#### **Clinical Procedures I**

Application of beginning principles and procedures of chairside assisting for individual dental procedures; Beginning clinical practice of general assisting techniques applying 4-handed dentistry concepts with patient contact.

#### **Dental Sciences**

An overview of dental anatomy with the familiarity level of basic structures of the oral cavity, terminology, and tooth morphology; embryology and histology of the head and oral cavity. A basic survey of the head and neck anatomy; basic introduction to oral pathology and pharmacology will be covered.

#### **Dental Materials**

An overview of basic dental materials including terminology, chemical and mechanical properties of material application used in dentistry and lab practice.

#### **Dental Radiography**

An overview of basic principles of radiograph generation, equipment, imaging sensors, image development, and radiation safety. Use of Dental Software for scanning images. Students can sit for the DANB Radiology Certification Exam. Included is the clinical application of exposing acceptable and diagnostic dental radiographs once radiation safety exam is successfully completed.

#### **Practice Management**

A survey of basic dental practice management, including basic business and office procedures. Application of dental software use for basic front office procedures; basic insurance codes and front office duties will be taught. Ethical and legal aspects of dentistry including your state's dental assistant's functions. Implementation of skills for seeking employment including resume design.

#### **Clinical Procedures II**

A survey of basic dental practice management, including basic business and office procedures. Application of dental software use for basic front office procedures; basic insurance codes and front office duties will be taught. Ethical and legal aspects of dentistry including your state's dental assistant's functions. Implementation of skills for seeking employment including resume design.

#### **Dental Assisting Practicum**

Final applied clinical experience with chairside assisting in 4-handed dentistry, radiographic techniques, and assisting during specialty procedures.





Only you can answer that question, but it might belp to answer these questions first:

- Does your dental production income instantly stop the moment you step away from the dental chair?
- When your office is closed, does your facility sit there empty generating zero amount of excess income?
- Has your retirement account dropped giving you no other choice but to practice longer than you originally intended for more funds?
- Would you believe that thousands of people now are seeking training as dental assistants?
- Do you want more flexibility in your working life?
- Would you like to know why over the past 3 years, enrollment in Dental Assisting schools has risen quite progressively?
- Did you know that Dental Assisting is currently the 3rd fastest growing occupation in the United States that doesn't require a college degree?
- Do you still have large outstanding dental school and practice debts you'd like to pay down faster?
- Are you now invested in real estate, or other kinds of "sideline business" that require huge cash and time investments?
- Would you look at a dental assisting school as a "sideline business" or treat it as a real business capable of producing real revenues?

If you can answer in the postive to at least 5 questions above, then yes, perhaps you should go for it!

#### What Do I Do Next?

Call to give us both the opportunity to discover if you're a good fit for school ownership and if MCP is a good fit for you. It will also give you a chance to ask any questions you have about our partnership.

After we speak, we are certain you'll be able to decide if a medical assisting school with us will be right for you.

Set up a 45-minute discovery Zoom Session with DASC's CEOs Dr. Barber and Erskine below. drbarber@dasc.com, drerskine@dasc.com

#### **SET UP A 45-MINUTE DISCOVERY MEETING**

If you decide to move forward, email julian@mcpdental.com with the following information:

- Name of person(s) on the agreement
- Address of the proposed school
- good email
- good cell phone

You'll receive a Docusign agreement to sign.

**SERIOUS INQUIRIES ONLY PLEASE!** 



Earn an extra \$200,000 + in personal income It's Really a No-Brainer

# School Ownership

Text or Phone Call

Dr. Barber: 480-330-8407 or

Dr. Erskine: 480-510-3289

SET UP A 45-MINUTE DISCOVERY MEETING

