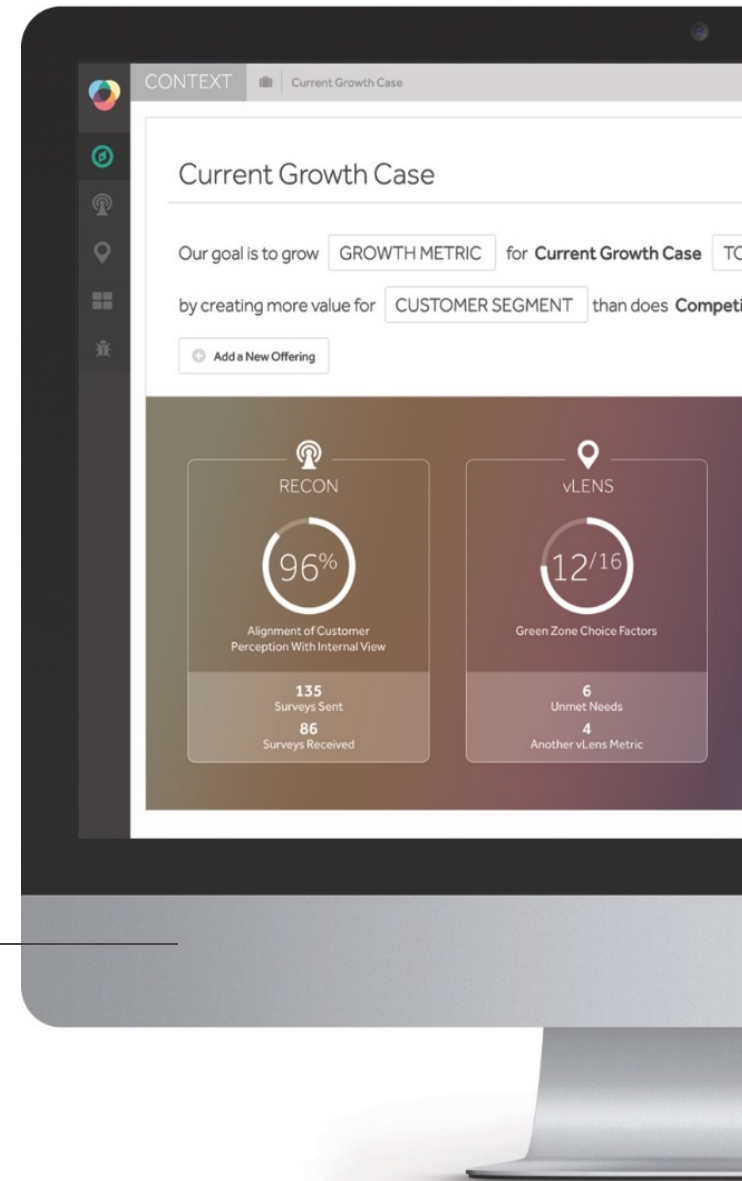


Data Review

Occlusion Curriculum Study

August 2016



Agenda

- Review case context
- Review respondent demographics
- Review additional questions
- Discuss results

Agenda

- Review case context
- Review respondent demographics
- Review additional questions
- Discuss initial results

Context statement

Our goal is to grow enrollments for The Dawson Academy Curriculum by 20% in 6 months by creating more value for new customers than does Spear Education, Pankey Institute, or Kois Center.

Customer Choice

When making the decision to enroll in an occlusion curriculum, the following factors are important to me...

We received 106 total survey

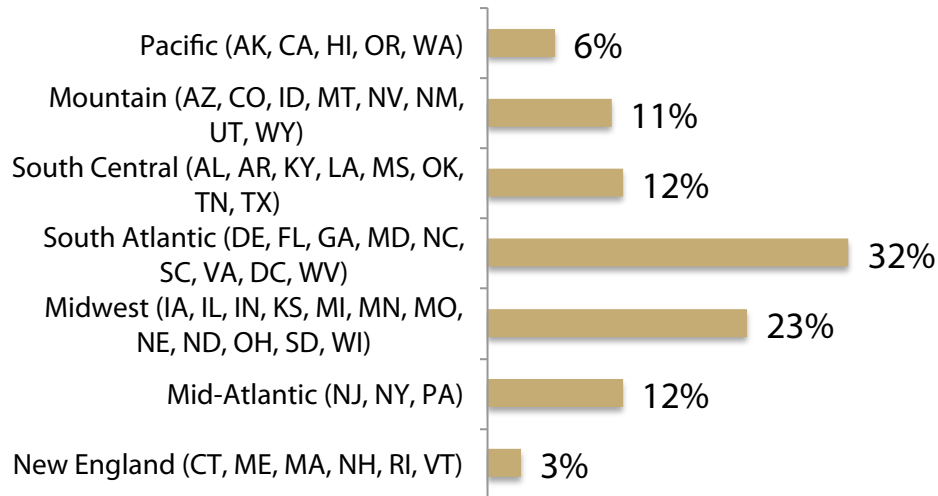
Survey Fielding	Fielding Dates	
Sample	We sent survey e-mail invitations to: All New Leads & Customers in the Last 5 Years (7,265 people)	
Research Methodology	<u>Vennli survey created to understand customer choice perceptions related to:</u> Overall Importance of Choice Factors You and Competitor Performance Against these Factors Familiarity and Additional/Segmentation questions	
Participation	External	Internal
Respondents	106 Completes	3 Completes

Agenda

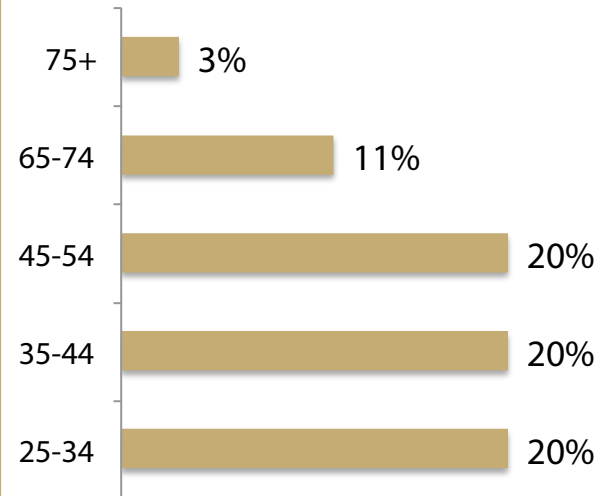
- Review case context
- Review respondent demographics
- Review additional questions
- Discuss initial results

Respondent Demographics

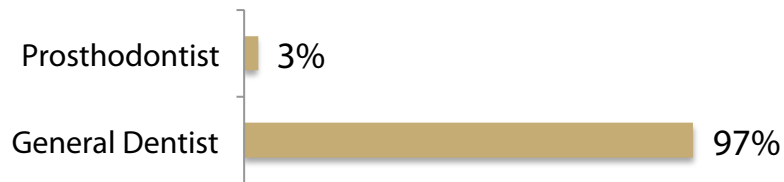
Region



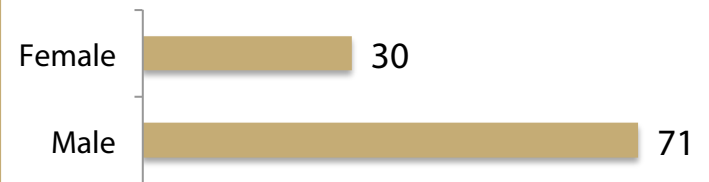
Age



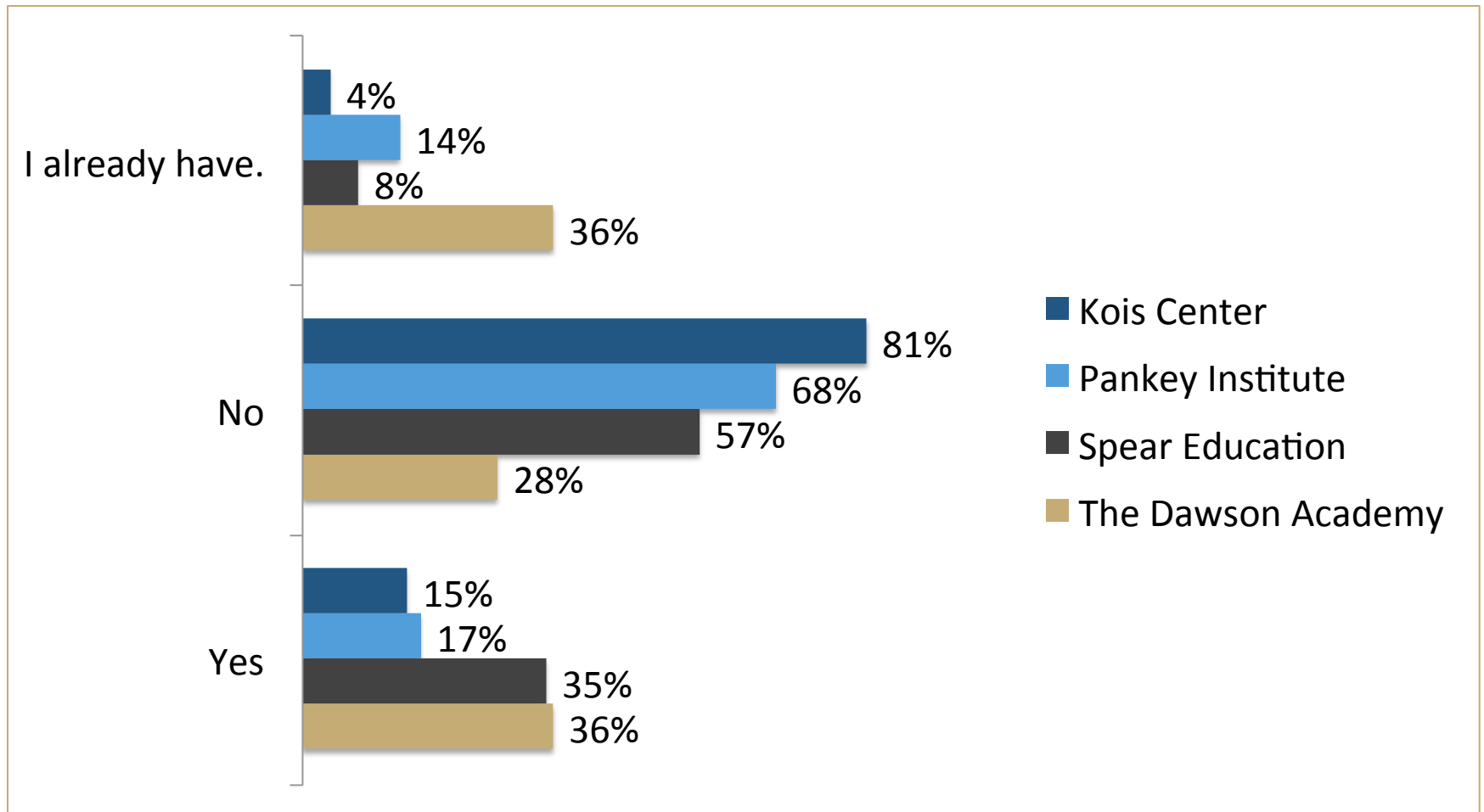
Specialty



Gender



Do you intend to complete any of these curriculums?

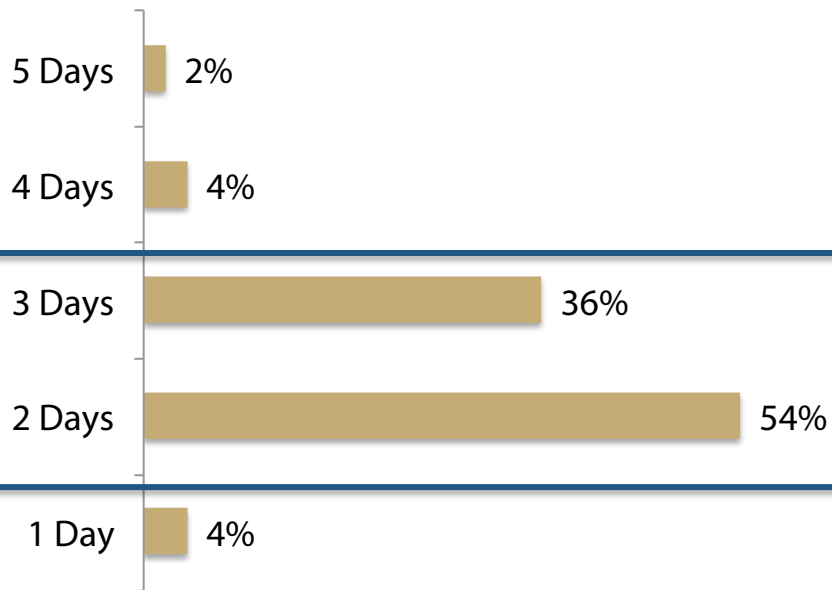


Agenda

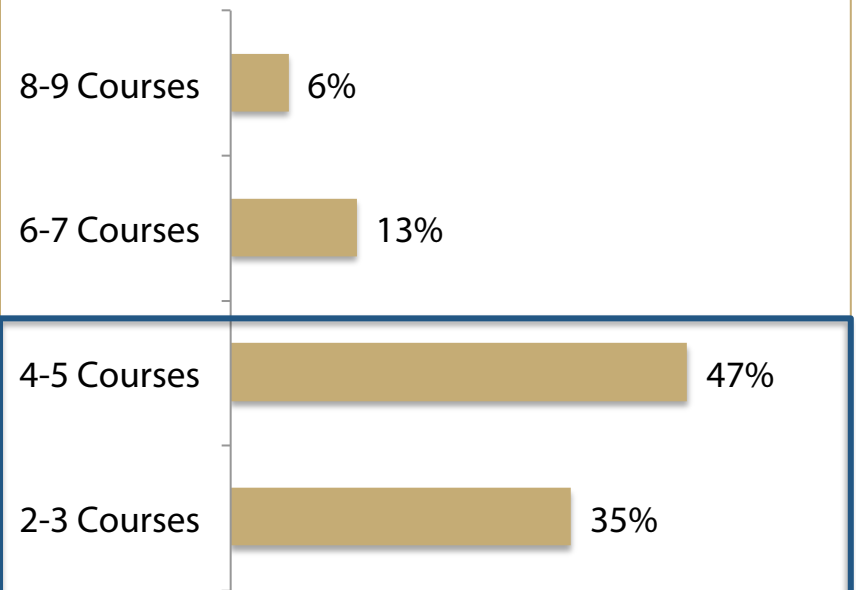
- Review case context
- Review respondent demographics
- Review additional questions
- Discuss initial results

Course & Curriculum Length

Course Length



Curriculum Length

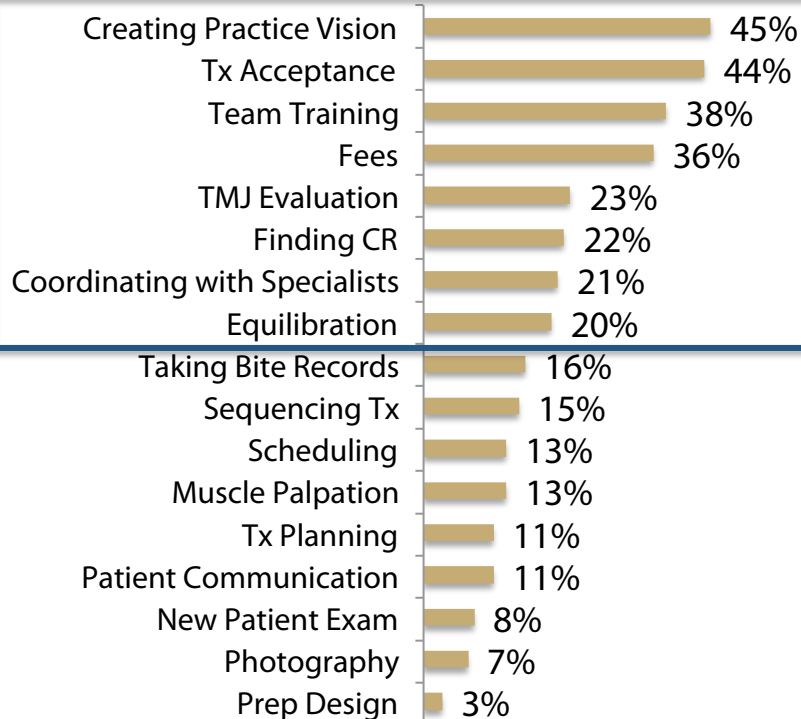


Key Take-Away:

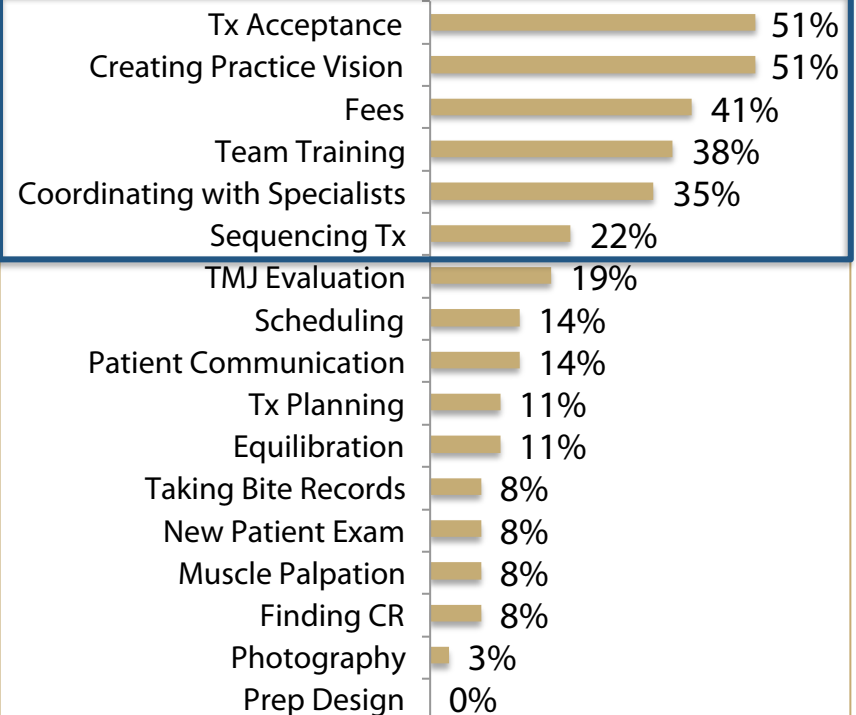
- Courses should be 2-3 days
- The curriculum should be no more than 5 courses

Content That is Difficult to Implement

All Respondents (n=106)



Dawson Students (n=38)

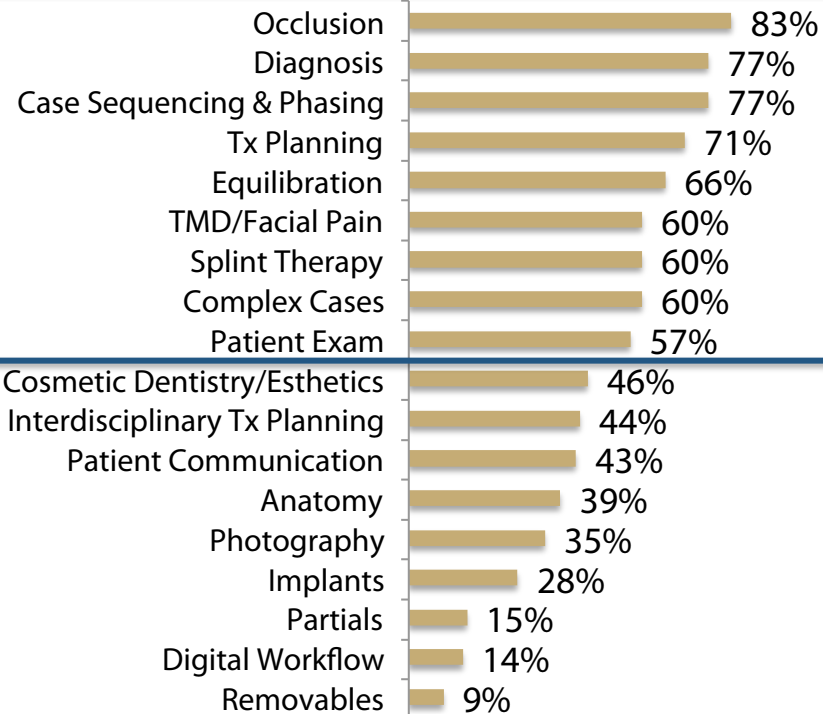


The following topics may need more discussion/other resources for help:
 Treatment Acceptance, Creating Practice Vision, Fees, Team Training, Coordinating with Specialists, Sequencing Treatment

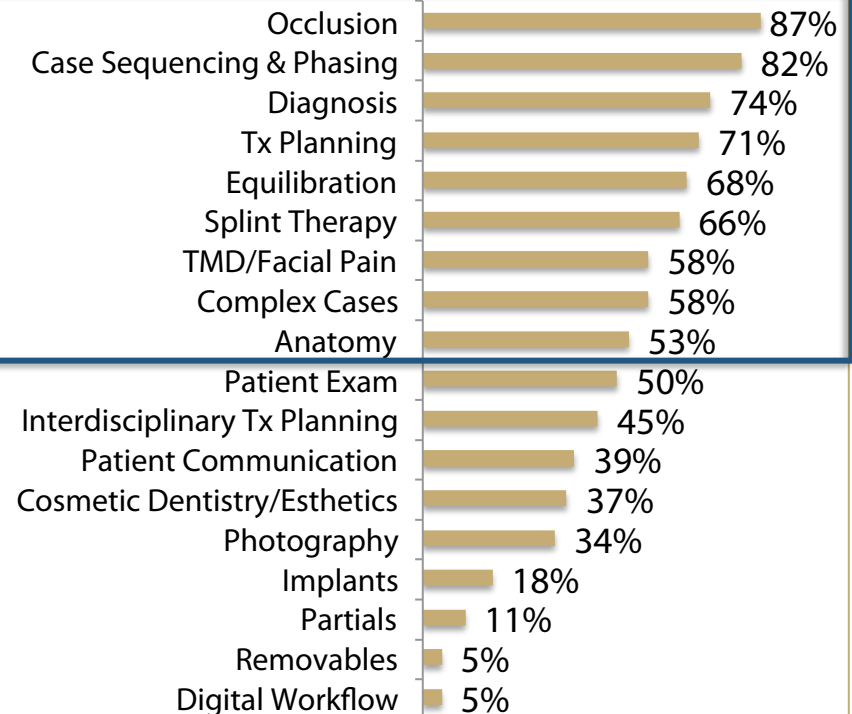
The most useful information

All respondents vs. Dawson Students

All Respondents n=106



Dawson Students n=38



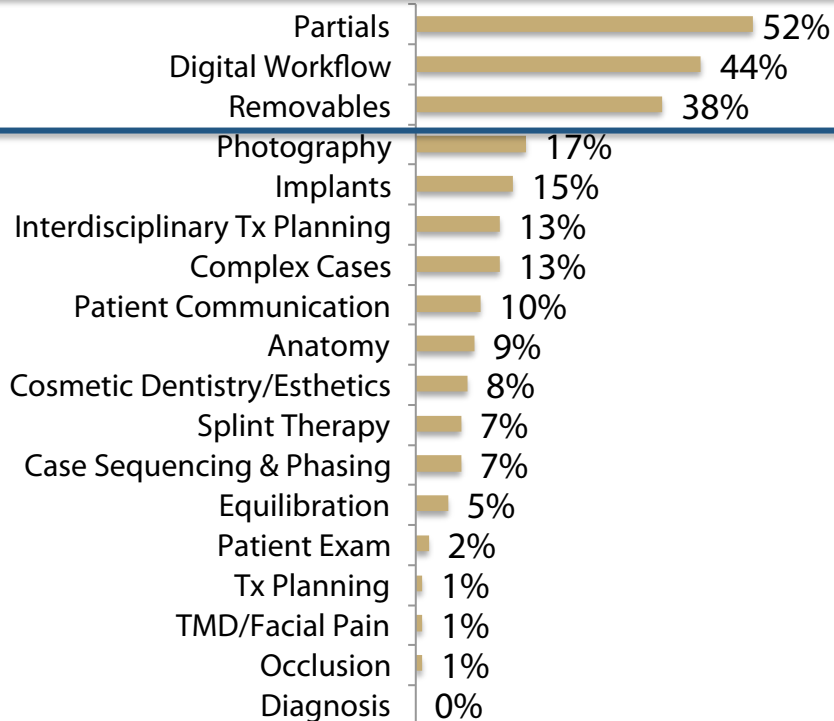
The following **should** be a major focus of the curriculum:

Occlusion, Case Sequencing & Phasing, Diagnosis, Treatment Planning, Equilibration, Splint Therapy, TMD/Facial Pain, Complex Cases, Patient Exam, Anatomy

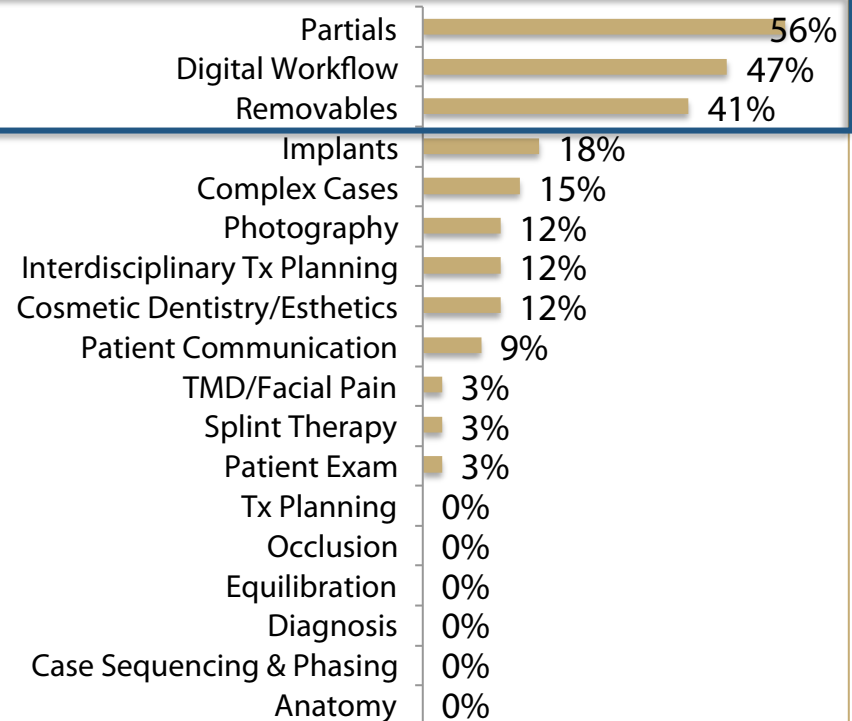
The **least useful** information

All respondents vs. Dawson Students

All Respondents (n=106)

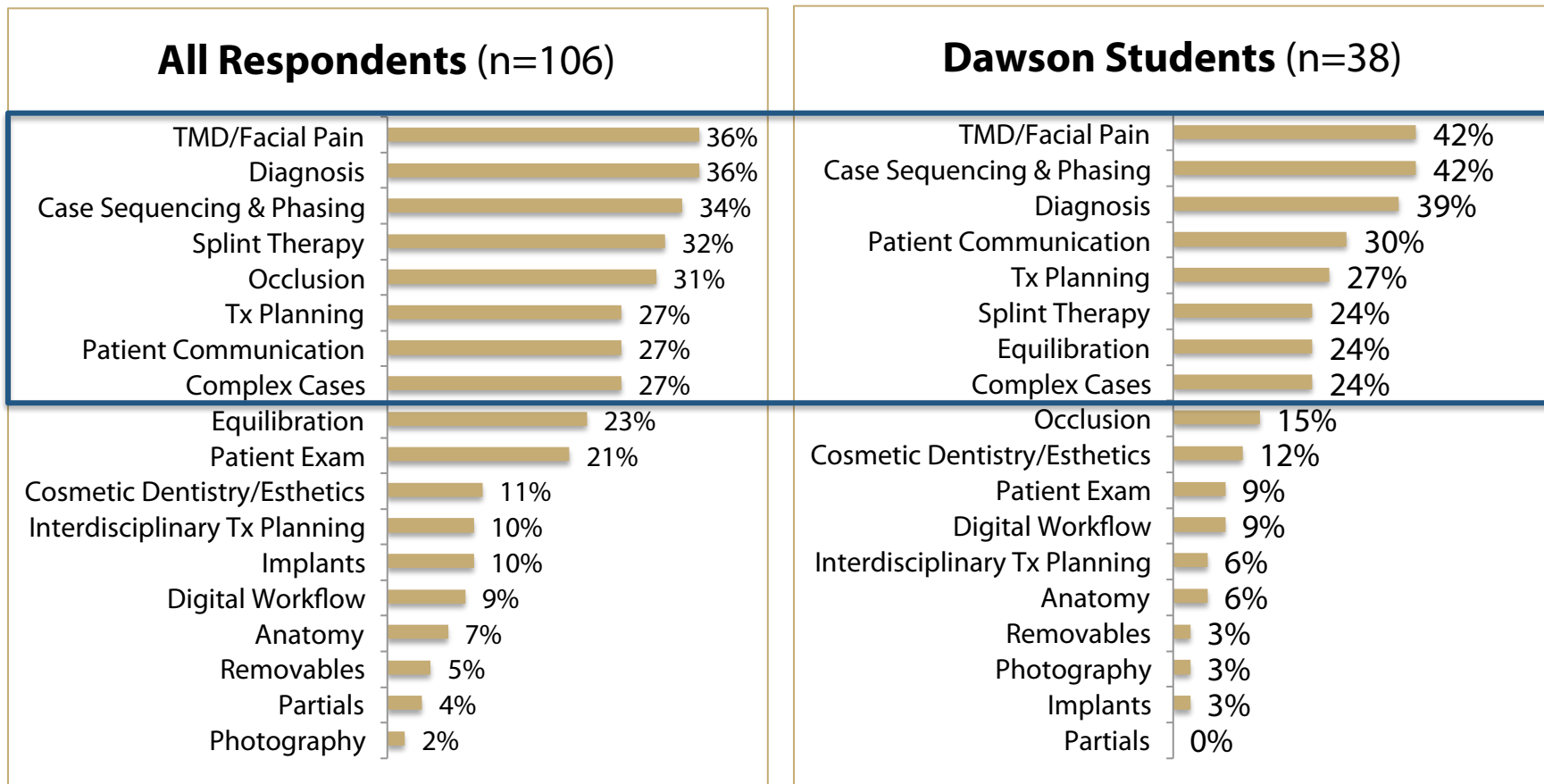


Dawson Students (n=38)



The following **should not** be major parts of the curriculum:
Partials, Digital Workflow, Removables

Information to **add/spent more time on** *All respondents vs. Dawson Students*



The following **should be added or focused on more** in the curriculum:

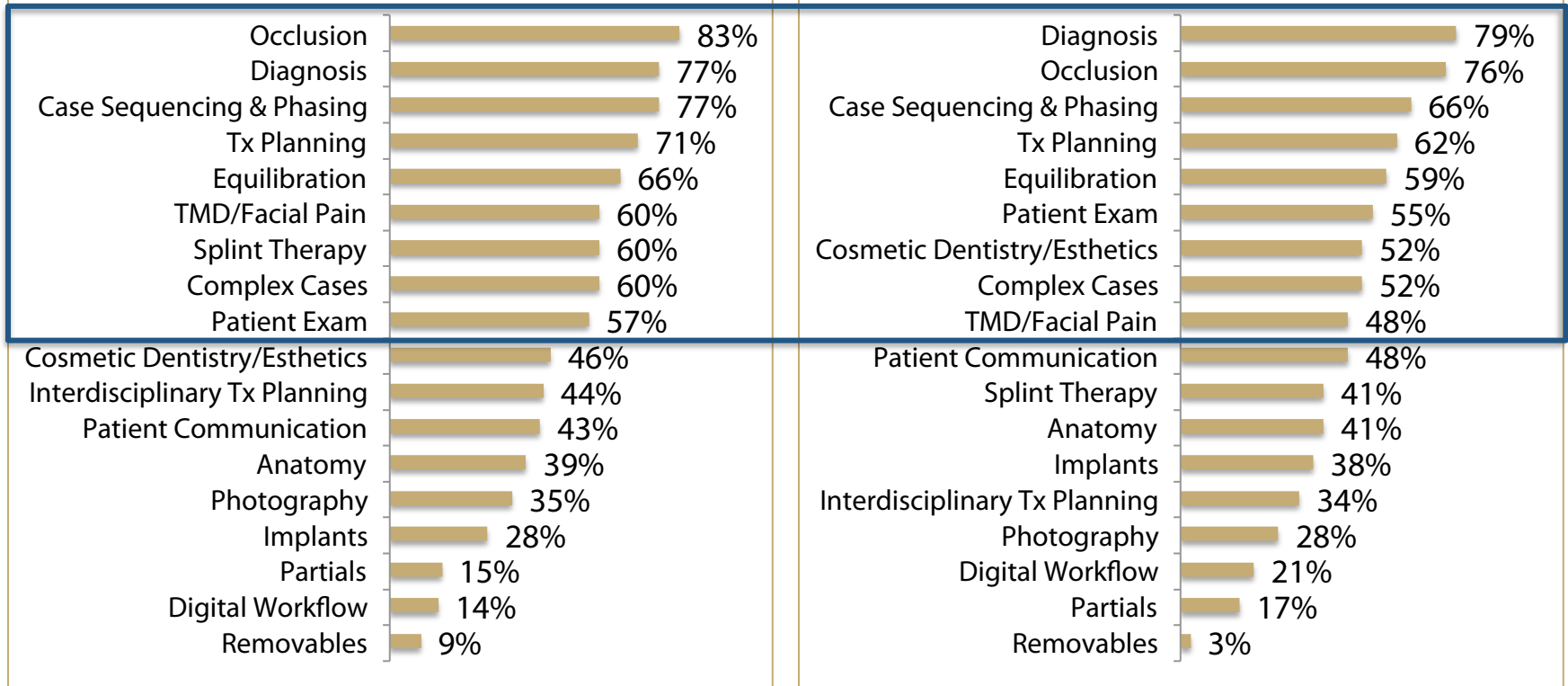
TMD/Facial Pain, Diagnosis, Case Sequencing & Phasing, Patient Communication, Treatment Planning, Splint Therapy, Equilibration, Complex Cases

The most useful information

(All respondents vs. Have Not Taken Dawson)

All Respondents n=106

Have not Taken Dawson n=31

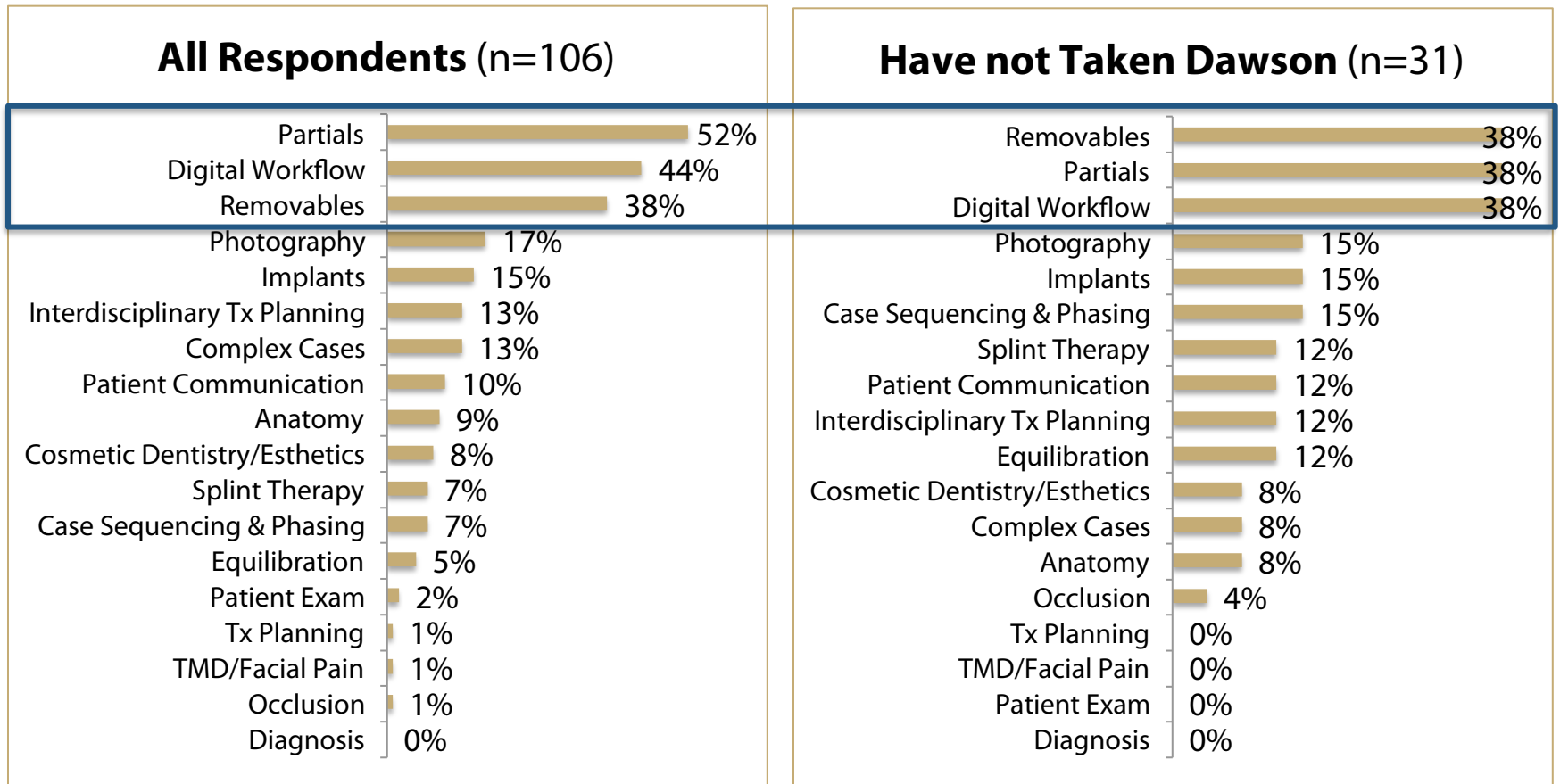


The following **should** be a major focus of the curriculum:

Occlusion, Case Sequencing & Phasing, Diagnosis, Treatment Planning, Equilibration, TMD/Facial Pain, Complex Cases, Patient Exam, Esthetics, Splint Therapy

The **least useful** information

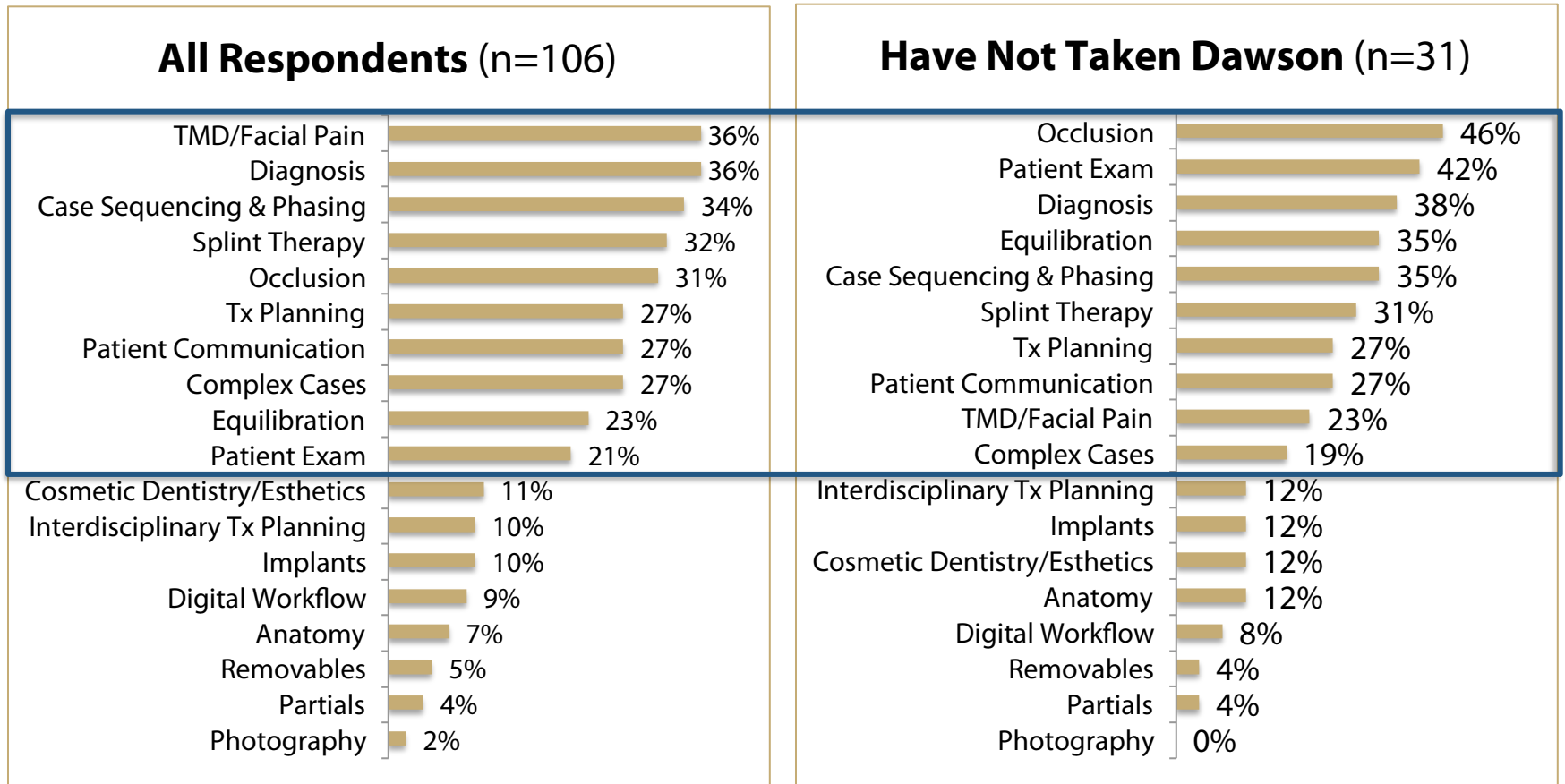
(All respondents vs. Have Not Taken Dawson)



The following **should not** be major parts of the curriculum:
Partials, Digital Workflow, Removables

Information to add/spent more time on

(All respondents vs. Have Not Taken Dawson)



The following **should be added or focused on more** in the curriculum:

TMD/Facial Pain, Diagnosis, Case Sequencing & Phasing, Patient Communication, Treatment Planning, Splint Therapy, Equilibration, Complex Cases, Patient Exam

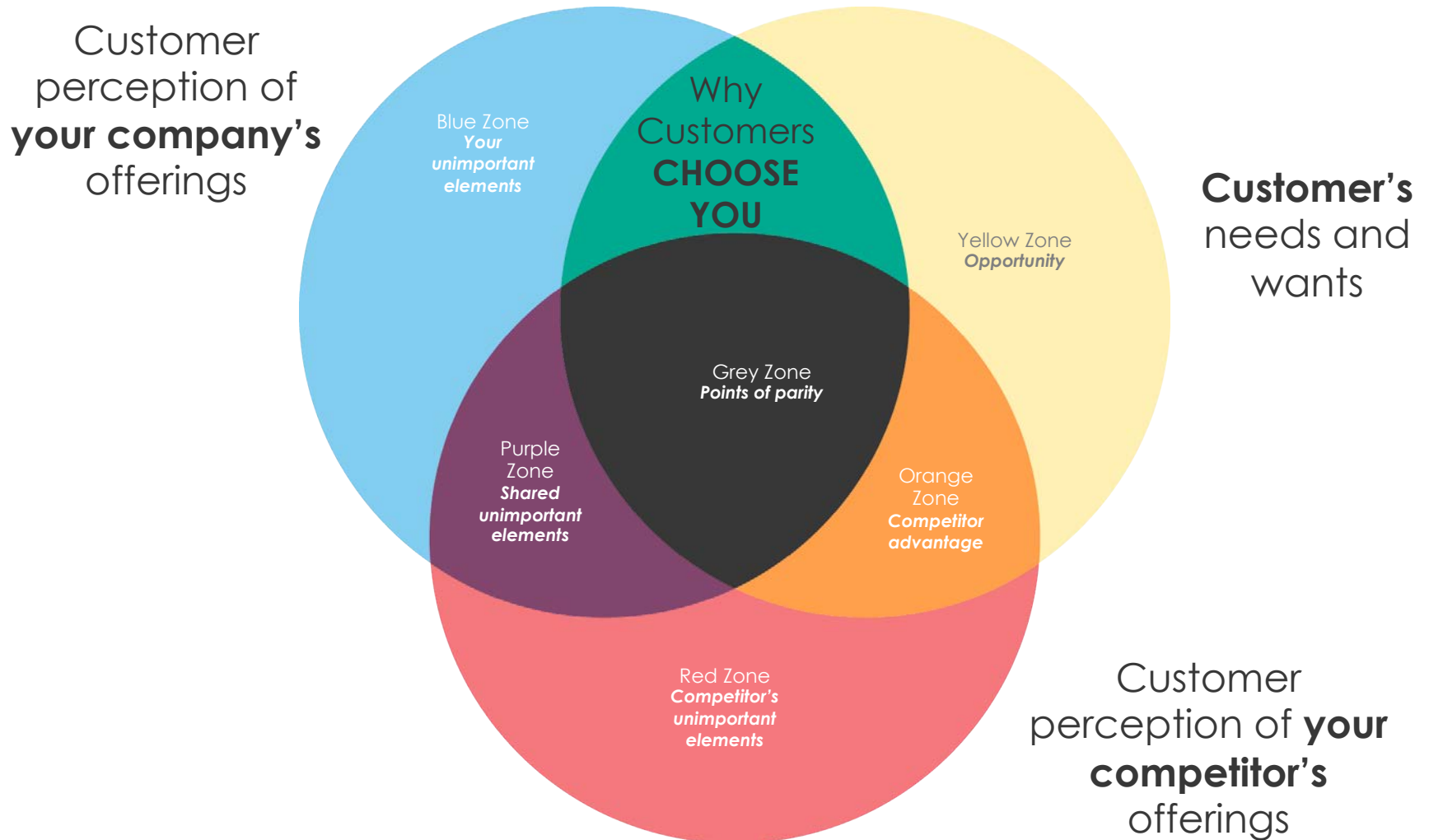
Agenda

- Review case context
- Review respondent demographics
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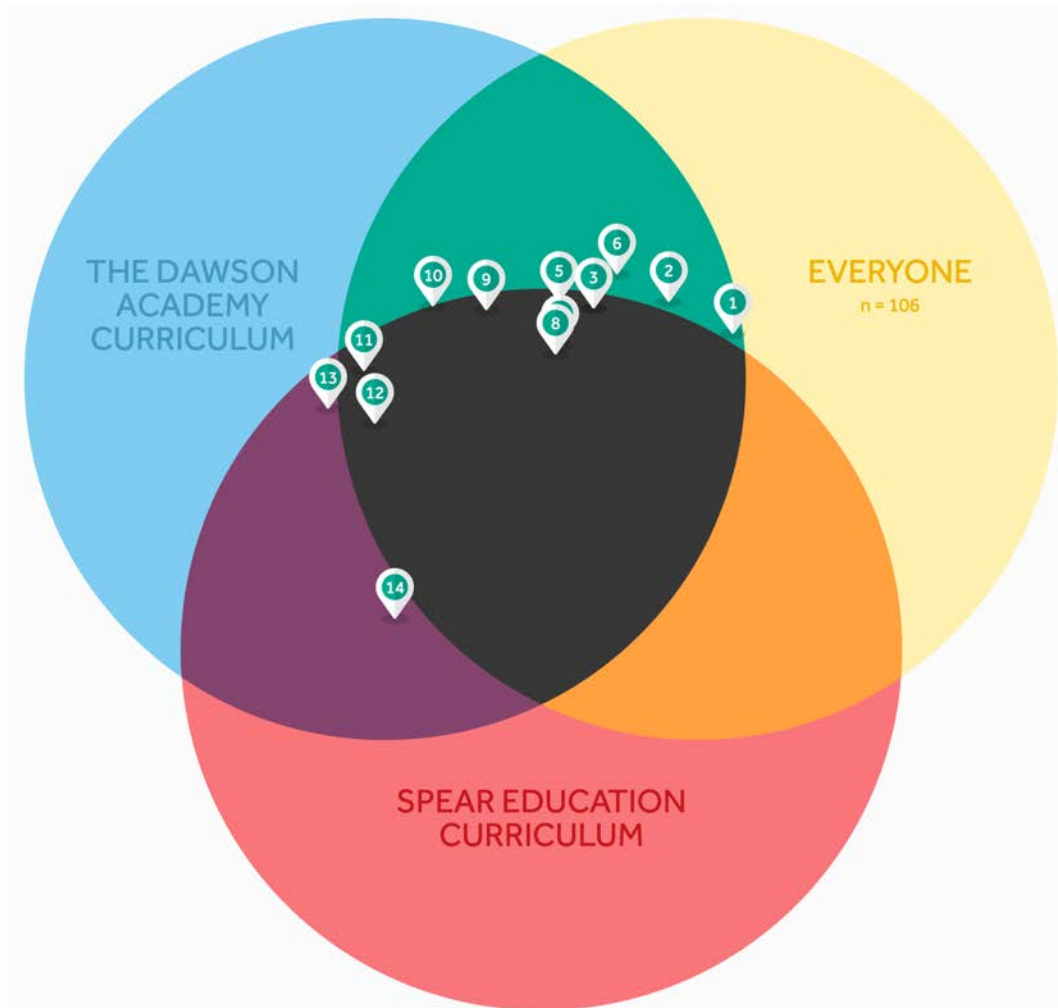
The most important choice factors

High Importance	Medium Importance	Low Importance
1. The content is useful	10. The curriculum offers over-the-shoulder experience	13. The curriculum offers live patient demonstrations
2. There's a clearly defined curriculum path		
3. Instructors have a well respected reputation 3. The curriculum gives me a good return on my investment	11. The curriculum teaches technology based diagnosis and treatment planning	14. The content is available online.
5. The length of the courses fits within my schedule		
6. The format allows for hands-on training		
7. The content is easily implemented	12. The content is inline with current trends	
8. I can pick and choose which courses I want to take		
9. The content is easy to understand		

The vLens explains competitive positioning



The Dawson Academy's competitive positioning (all respondents)



GREEN ZONE

Factors your customers value and believe The Dawson Academy Curriculum delivers better than Spear Education Curriculum.

CHOICE FACTORS

High Importance

1. The content is useful
2. There's a clearly defined curriculum path
6. The format allows for hands-on training

Medium Importance

10. The curriculum offers over-the-shoulder experience

GREY ZONE

Factors your customers value and believe both offerings deliver equally.

CHOICE FACTORS

High Importance

3. Instructors have a well respected reputation
3. The curriculum gives me a good return on my investment
5. The length of the courses fits within my schedule
7. The content is easily implemented
8. I can pick and choose which courses I want to take
9. The content is easy to understand

Medium Importance

11. The curriculum teaches technology based diagnosis and treatment planning
12. The content is inline with current trends

PURPLE ZONE

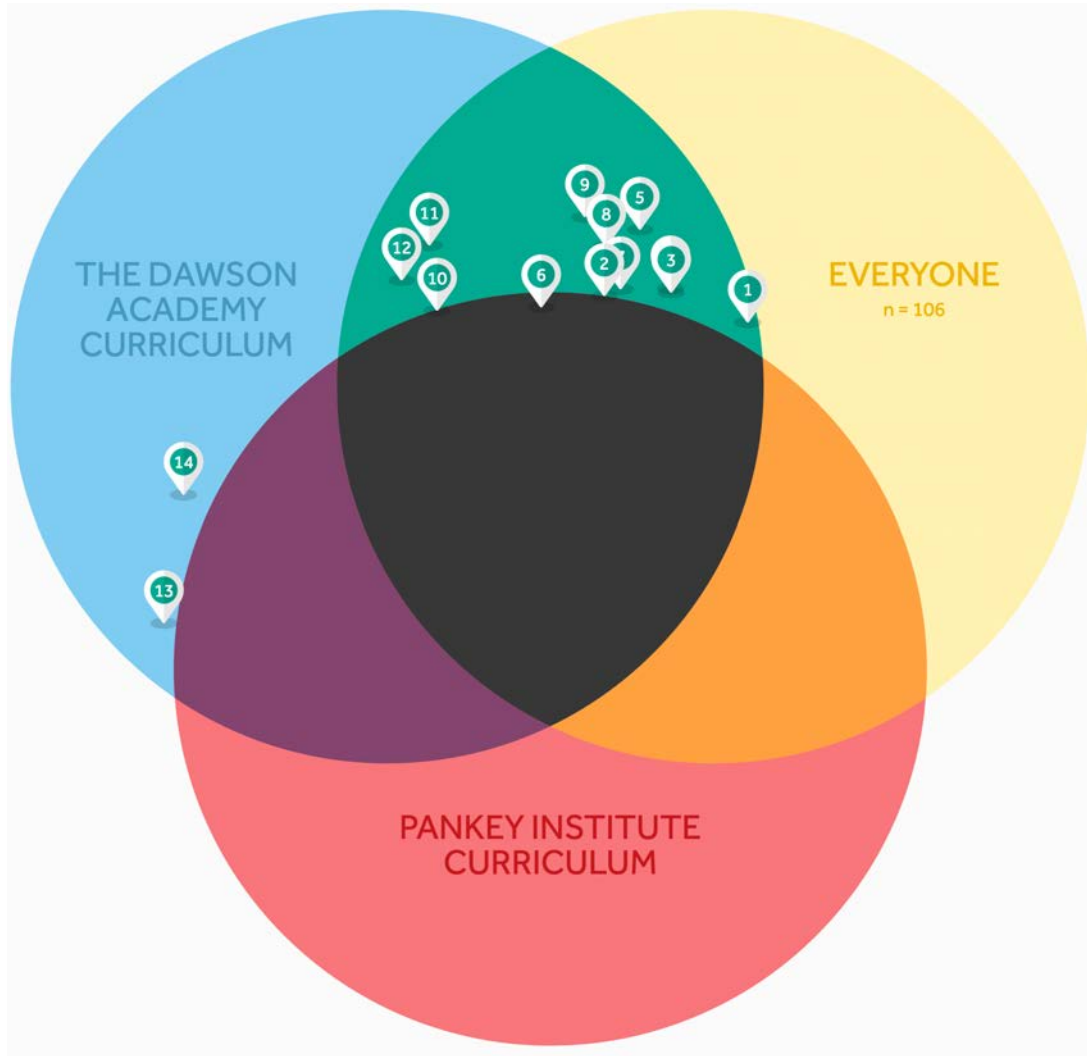
Factors your customers value less but believe both offerings deliver equally.

CHOICE FACTORS

Low Importance

13. The curriculum offers live patient demonstrations
14. The content is available online

The Dawson Academy's competitive positioning (all respondents)



● GREEN ZONE

Factors your customers value and believe The Dawson Academy Curriculum delivers better than Pankey Institute Curriculum.

CHOICE FACTORS

High Importance

1. The content is useful
3. Instructors have a well respected reputation
3. The curriculum gives me a good return on my investment
5. The length of the courses fits within my schedule
7. The content is easily implemented
8. I can pick and choose which courses I want to take
9. The content is easy to understand

Medium Importance

10. The curriculum offers over-the-shoulder experience
11. The curriculum teaches technology based diagnosis and treatment planning
12. The content is inline with current trends

○ GREY ZONE

Factors your customers value and believe both offerings deliver equally.

CHOICE FACTORS

High Importance

2. There's a clearly defined curriculum path
6. The format allows for hands-on training

● BLUE ZONE

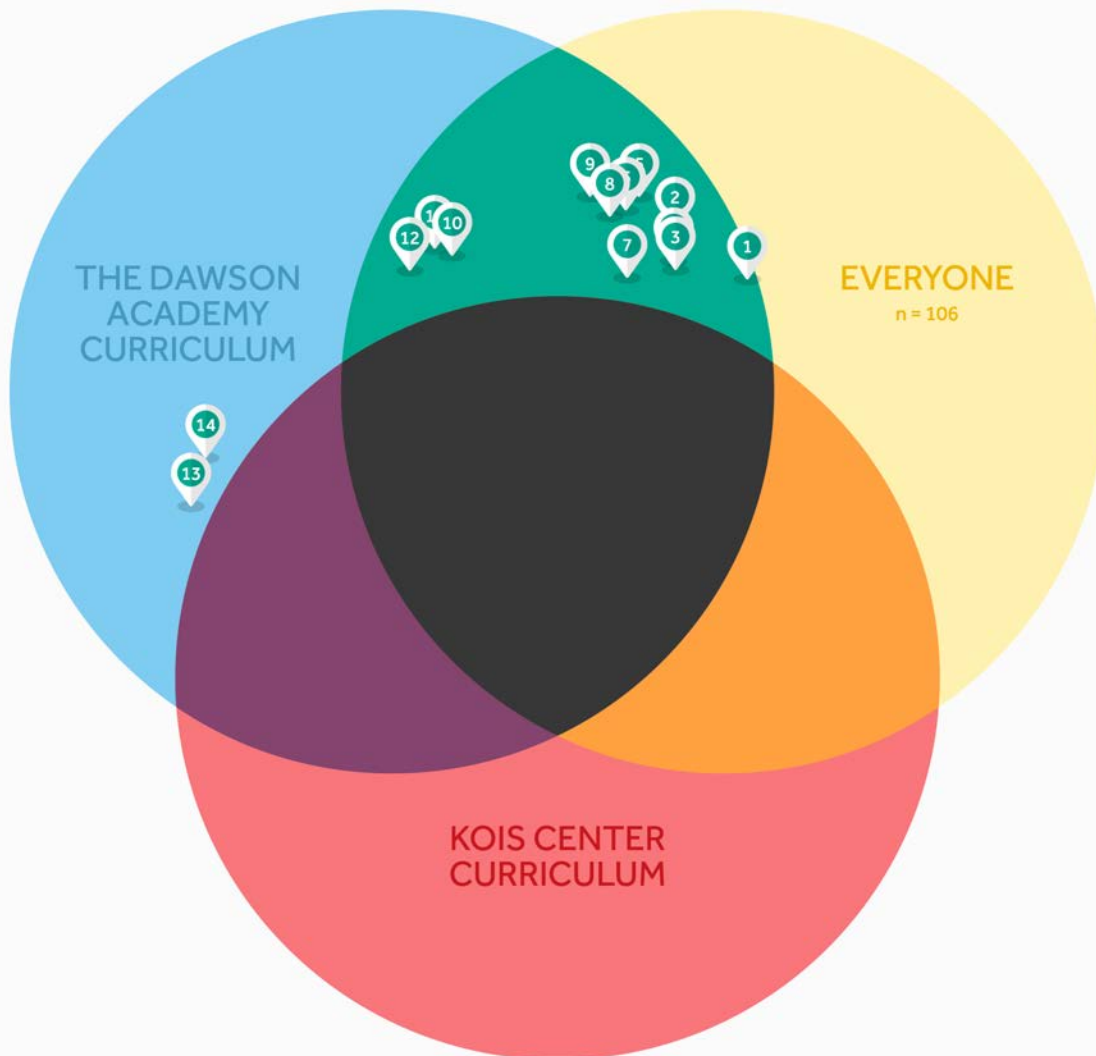
Factors customers value less but believe The Dawson Academy Curriculum delivers better than Pankey Institute Curriculum.

CHOICE FACTORS

Low Importance

13. The curriculum offers live patient demonstrations
14. The content is available online

The Dawson Academy's competitive positioning (all respondents)



GREEN ZONE

Factors your customers value and believe The Dawson Academy Curriculum delivers better than Kois Center Curriculum.

CHOICE FACTORS

High Importance

1. The content is useful
2. There's a clearly defined curriculum path
3. Instructors have a well respected reputation
3. The curriculum gives me a good return on my investment
5. The length of the courses fits within my schedule
6. The format allows for hands-on training
7. The content is easily implemented
8. I can pick and choose which courses I want to take
9. The content is easy to understand

Medium Importance

10. The curriculum offers over-the-shoulder experience
11. The curriculum teaches technology based diagnosis and treatment planning
12. The content is inline with current trends

BLUE ZONE

Factors customers value less but believe The Dawson Academy Curriculum delivers better than Kois Center Curriculum.

CHOICE FACTORS

Low Importance

13. The curriculum offers live patient demonstrations
14. The content is available online

Comparison of Competitive Positioning (All respondents)

Legend



- Your Adv
- Point of Parity
- Unmet needs

- 'Competitor' adv
- Assoc. with 'Competitor'
- Less imp parity, less desired
- Assoc. with 'Yours'

The Everyone view of The Dawson Academy Curriculum vs. Competition

	***	***	***	***	***	***	***	***	***	***	***	***	***	***
	The content is useful	There's a clearly defined curriculum path	Instructors have a well respected reputation	The curriculum gives me a good return on my ...	The length of the courses fits within my schedule	The format allows for hands-on training	The content is easily implemented	I can pick and choose which courses I want to ...	The content is easy to understand	The curriculum offers over-the-shoulder ...	The curriculum teaches technology based diagnosis ...	The content is in line with current trends	The curriculum offers live patient ...	The content is available online
Spear Education Curriculum n = 106	H ¹	H ²	H ³	H ³	H ⁵	H ⁶	H ⁷	H ⁸	H ⁹	M ¹⁰	M ¹¹	M ¹²	L ¹³	L ¹⁴
Pankey Institute Curriculum n = 106	H ¹	H ²	H ³	H ³	H ⁵	H ⁶	H ⁷	H ⁸	H ⁹	M ¹⁰	M ¹¹	M ¹²	L ¹³	L ¹⁴
Kois Center Curriculum n = 106	H ¹	H ²	H ³	H ³	H ⁵	H ⁶	H ⁷	H ⁸	H ⁹	M ¹⁰	M ¹¹	M ¹²	L ¹³	L ¹⁴

Comparison of Competitive Positioning (Have not taken TDA)



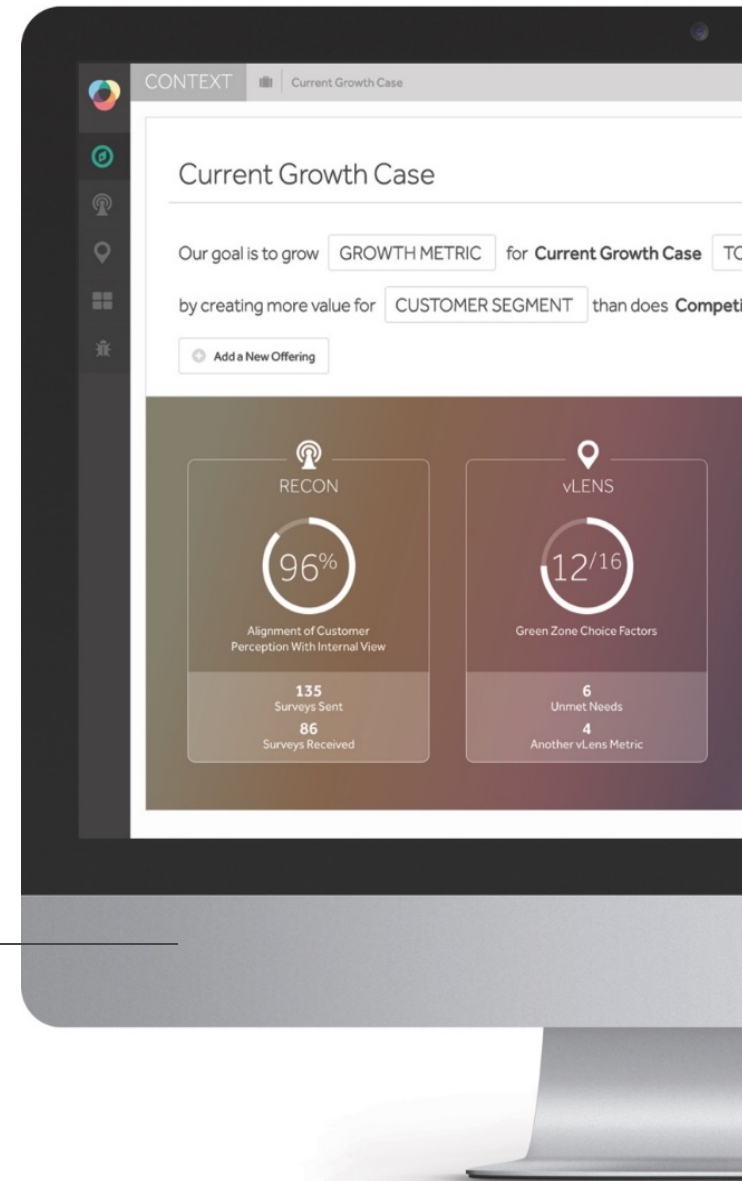
The Have not Taken TDA Classes view of The Dawson Academy Curriculum vs. Competition

	The content is useful	The curriculum gives me a good return on my...	I can pick and choose which courses I want to ...	The length of the courses fits within my schedule	There's a clearly defined curriculum path	The content is easily implemented	The format allows for hands-on training	Instructors have a well respected reputation	The content is easy to understand	The curriculum offers over-the-shoulder ...	The content is available online	The curriculum teaches technology based diagnosis ...	The content is in line with current trends	The curriculum offers live patient...
Spear Education Curriculum n = 31	H ¹	H ²	H ³	H ³	H ³	H ⁶	H ⁶	H ⁸	H ⁸	M ¹⁰	M ¹¹	M ¹²	M ¹³	M ¹⁴
Pankey Institute Curriculum n = 31	H ¹	H ²	H ³	H ³	H ³	H ⁶	H ⁶	H ⁸	H ⁸	M ¹⁰	M ¹¹	M ¹²	M ¹³	M ¹⁴
Kois Center Curriculum n = 31	H ¹	H ²	H ³	H ³	H ³	H ⁶	H ⁶	H ⁸	H ⁸	M ¹⁰	M ¹¹	M ¹²	M ¹³	M ¹⁴

Key Take-Aways

- **Keep/make curriculum somewhat flexible**
 - Having a clearly define curriculum path is important, but so is the ability for students to pick and choose what courses they want to take. (see appendix)
- **Keep courses short (2-3 Days) & frequent scheduling**
 - Courses must fit into their schedule easily
- **Content should be easily implemented**
- **Continue to provide hands-on courses**
- **Make sure to include online course options**
 - Although the entire group surveyed didn't care much about online classes, Young Dentists & those that have not taken our courses did

Appendix



Comparison of Segment Positioning (Based on Age vs. Spear)

Legend



- Your Adv
- Point of Parity
- Unmet needs
- 'Competitor' adv
- Assoc. with 'Competitor'
- Less imp parity, less desired
- Assoc. with 'Yours'

The Dawson Academy Curriculum vs. Spear Education Curriculum

	
		The content is useful	There's a clearly defined curriculum path	Instructors have a well respected reputation	The curriculum gives me a good return on my ...	The length of the courses fits within my schedule	The format allows for hands-on training	The content is easily implemented	I can pick and choose which courses I want to ...	The content is easy to understand	The curriculum offers over-the-shoulder...	The curriculum teaches technology based diagnosis ...	The content is inline with current trends	The curriculum offer's live patient ...	The content is available online		
Everyone	n = 106	H ¹	H ²	H ³	H ³	H ⁵	H ⁶	H ⁷	H ⁸	H ⁹	M ¹⁰	M ¹¹	M ¹²	L ¹³	L ¹⁴		
Young Dentist	n = 19	H ¹	H ¹	H ⁵	H ¹	H ¹	H ⁷	H ⁵	H ⁸	H ⁸	M ¹²	M ¹¹	H ⁸	L ¹⁴	M ¹³		
Middle Aged Dentists	n = 38	H ¹	H ²	H ⁴	H ²	H ⁴	H ⁹	H ⁸	H ⁴	H ⁷	M ¹²	H ¹⁰	M ¹³	M ¹¹	L ¹⁴		
Older Dentists	n = 40	H ¹	H ³	H ³	H ⁵	H ⁶	H ²	H ⁶	M ⁸	M ⁹	M ¹⁰	L ¹³	M ¹¹	L ¹³	L ¹²		

Comparison of Segment Positioning (Based on Age vs. Pankey)

Legend



- Your Adv
- Point of Parity
- Unmet needs
- 'Competitor' adv
- Assoc. with 'Competitor'
- Less imp parity, less desired
- Assoc. with 'Yours'

The Dawson Academy Curriculum vs. Pankey Institute Curriculum

	The content is useful	There's a clearly defined curriculum path	Instructors have a well respected reputation	The curriculum gives me a good return on my ...	The length of the courses fits within my schedule	The format allows for hands-on training	The content is easily implemented	I can pick and choose which courses I want to ...	The content is easy to understand	The curriculum offers over-the-shoulder ...	The curriculum teaches technology based diagnosis ...	The content is inline with current trends	The curriculum offers live patient ...	The content is available online
Everyone n = 106	H ¹	H ²	H ³	H ³	H ⁵	H ⁶	H ⁷	H ⁸	H ⁹	M ¹⁰	M ¹¹	M ¹²	L ¹³	L ¹⁴
Young Dentist n = 19	H ¹	H ¹	H ⁵	H ¹	H ¹	H ⁷	H ⁵	H ⁸	H ⁸	M ¹²	M ¹¹	H ⁸	L ¹⁴	M ¹³
Middle Aged Dentists n = 38	H ¹	H ²	H ⁴	H ²	H ⁴	H ⁹	H ⁸	H ⁴	H ⁷	M ¹²	H ¹⁰	M ¹³	M ¹¹	L ¹⁴
Older Dentists n = 40	H ¹	H ³	H ³	H ⁵	H ⁶	H ²	H ⁶	M ⁸	M ⁹	M ¹⁰	L ¹³	M ¹¹	L ¹³	L ¹²

Comparison of Segment Positioning (Based on Age vs. Kois)

Legend



- Your Adv
- Point of Parity
- Unmet needs
- 'Competitor' adv
- Assoc. with 'Competitor'
- Less imp parity, less desired
- Assoc. with 'Yours'

The Dawson Academy Curriculum vs. Kois Center Curriculum

		The content is useful	There's a clearly defined curriculum path	Instructors have a well respected reputation	The curriculum gives me a good return on my ...	The length of the courses fits within my schedule	The format allows for hands-on training	The content is easily implemented	I can pick and choose which courses I want to ...	The content is easy to understand	The curriculum offers over-the-shoulder ...	The curriculum teaches technology based diagnosis ...	The content is inline with current trends	The curriculum offers live patient ...	The content is available online
Everyone n = 106		H ¹	H ²	H ³	H ³	H ⁵	H ⁶	H ⁷	H ⁸	H ⁹	M ¹⁰	M ¹¹	M ¹²	L ¹³	L ¹⁴
Young Dentist n = 19		H ¹	H ¹	H ⁵	H ¹	H ¹	H ⁷	H ⁵	H ⁸	H ⁸	M ¹²	M ¹¹	H ⁸	L ¹⁴	M ¹³
Middle Aged Dentists n = 38		H ¹	H ²	H ⁴	H ²	H ⁴	H ⁹	H ⁸	H ⁴	H ⁷	M ¹²	H ¹⁰	M ¹³	M ¹¹	L ¹⁴
Older Dentists n = 40		H ¹	H ³	H ³	H ⁵	H ⁶	H ²	H ⁶	M ⁸	M ⁹	M ¹⁰	L ¹³	M ¹¹	L ¹³	L ¹²

Comparison of Competitive Positioning (intend to **take other curriculum**)

Legend



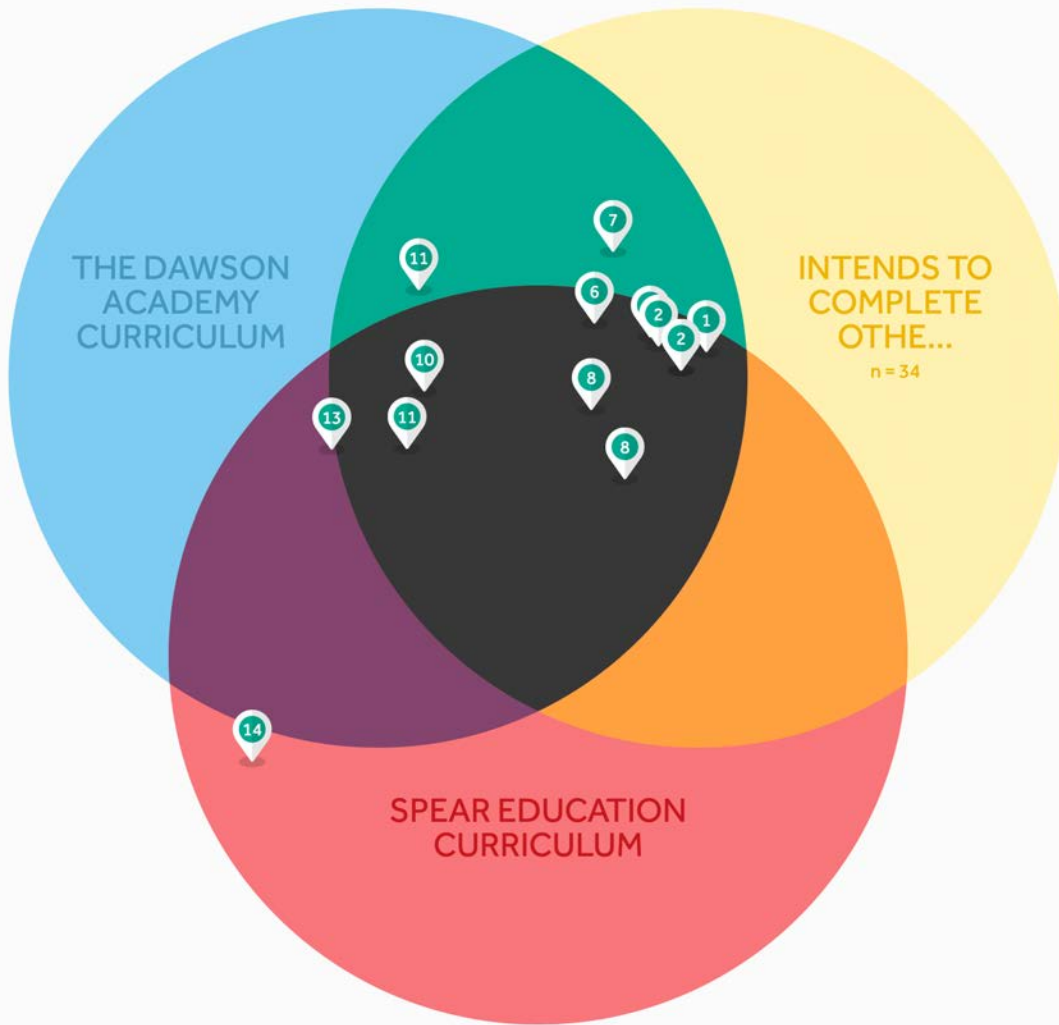
- Your Adv
- Point of Parity
- Unmet needs

- 'Competitor' adv
- Assoc. with 'Competitor'
- Less imp parity, less desired
- Assoc. with 'Yours'

The Intends to Complete Other Curriculum view of The Dawson Academy Curriculum vs. Competition

	The content is useful	Instructors have a well respected reputation	The content is easy to understand	The curriculum gives me a good return on my ...	The length of the courses fits within my schedule	There's a clearly defined curriculum path	The format allows for hands-on training	I can pick and choose which courses I want to ...	The content is easily implemented	The curriculum teaches technology based diagnosis ...	The content is in line with current trends	The curriculum offers over-the-shoulder ...	The curriculum offers live patient ...	The content is available online
Spear Education Curriculum <i>n = 34</i>	H ¹	H ²	H ²	H ²	H ²	H ⁶	H ⁷	H ⁸	H ⁸	M ¹⁰	M ¹¹	M ¹¹	L ¹³	L ¹⁴
Pankey Institute Curriculum <i>n = 18</i>	H ¹	H ⁵	H ¹	H ⁵	M ⁸	H ¹	M ⁸	H ⁴	H ⁵	M ¹¹	M ¹⁰	M ¹²	M ¹²	L ¹⁴
Kois Center Curriculum <i>n = 11</i>	H ¹	H ⁷	H ¹	H ¹	H ¹	H ¹	M ⁹	H ⁷	H ¹	M ¹¹	L ¹²	L ¹³	L ¹³	M ⁹

The Dawson Academy's competitive positioning (Intent to **take other curriculum**)



GREEN ZONE
Factors your customers value and believe The Dawson Academy Curriculum delivers better than Spear Education Curriculum.

CHOICE FACTORS

High Importance

- 7. The format allows for hands-on training

Medium Importance

- 11. The curriculum offers over-the-shoulder experience

GREY ZONE
Factors your customers value and believe both offerings deliver equally.

CHOICE FACTORS

High Importance

- 1. The content is useful
- 2. The curriculum gives me a good return on my investment
- 2. Instructors have a well respected reputation
- 2. The length of the courses fits within my schedule
- 2. The content is easy to understand
- 6. There's a clearly defined curriculum path
- 8. The content is easily implemented
- 8. I can pick and choose which courses I want to take

Medium Importance

- 10. The curriculum teaches technology based diagnosis and treatment planning
- 11. The content is inline with current trends

RED ZONE
Factors customers value less but believe Spear Education Curriculum delivers better than The Dawson Academy Curriculum.

CHOICE FACTORS

Low Importance

- 14. The content is available online

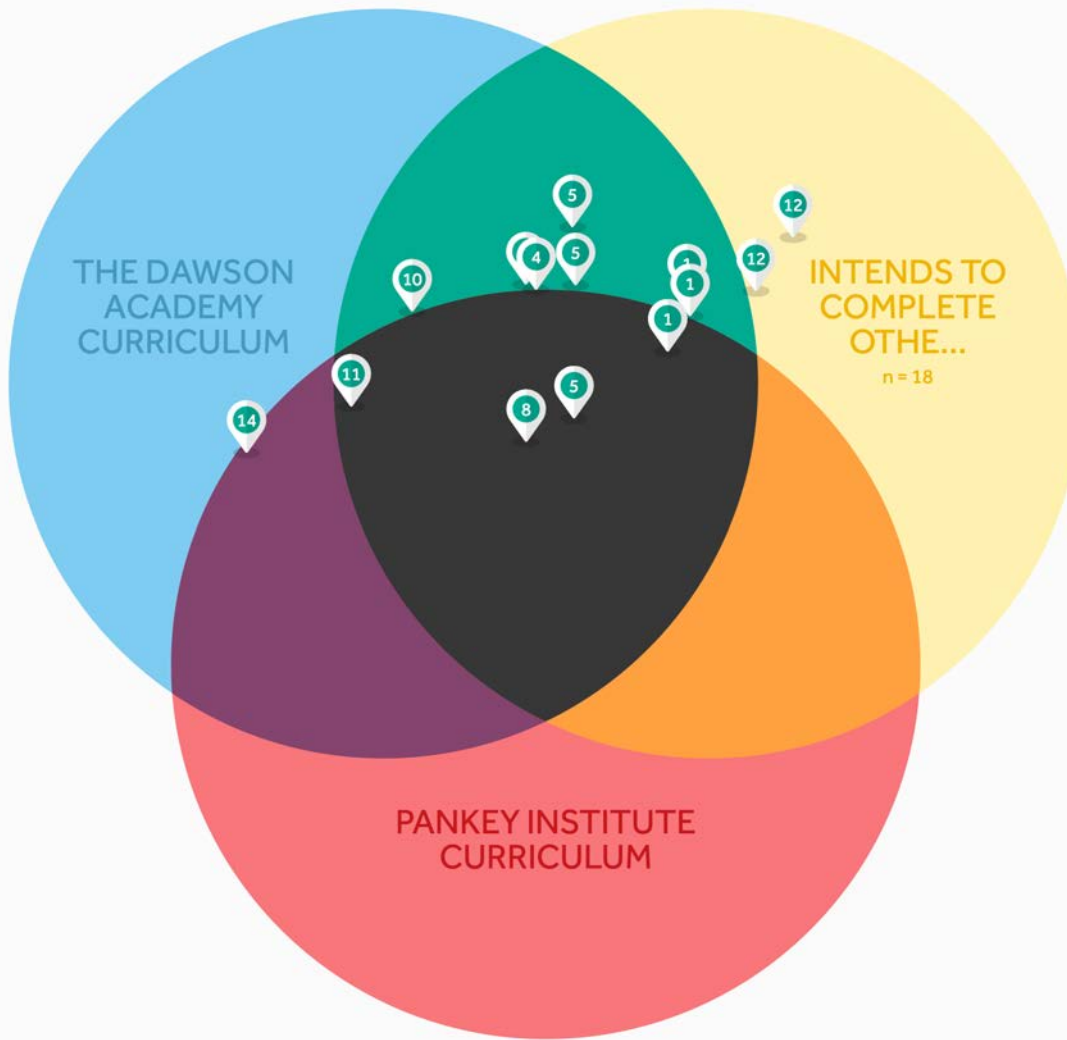
PURPLE ZONE
Factors your customers value less but believe both offerings deliver equally.

CHOICE FACTORS

Low Importance

- 13. The curriculum offers live patient demonstrations

The Dawson Academy's competitive positioning (Intent to **take other curriculum**)



GREEN ZONE

Factors your customers value and believe The Dawson Academy Curriculum delivers better than Pankey Institute Curriculum.

CHOICE FACTORS

High Importance

- 1. The content is useful
- 1. The content is easy to understand
- 5. The curriculum gives me a good return on my investment
- 5. Instructors have a well respected reputation

Medium Importance

- 8. The length of the courses fits within my schedule
- 10. The content is inline with current trends

GREY ZONE

Factors your customers value and believe both offerings deliver equally.

CHOICE FACTORS

High Importance

- 1. There's a clearly defined curriculum path
- 4. I can pick and choose which courses I want to take
- 5. The content is easily implemented

Medium Importance

- 8. The format allows for hands-on training
- 11. The curriculum teaches technology based diagnosis and treatment planning

YELLOW ZONE

Factors customers value and believe neither offering delivers.

CHOICE FACTORS

Medium Importance

- 12. The curriculum offers live patient demonstrations
- 12. The curriculum offers over-the-shoulder experience

PURPLE ZONE

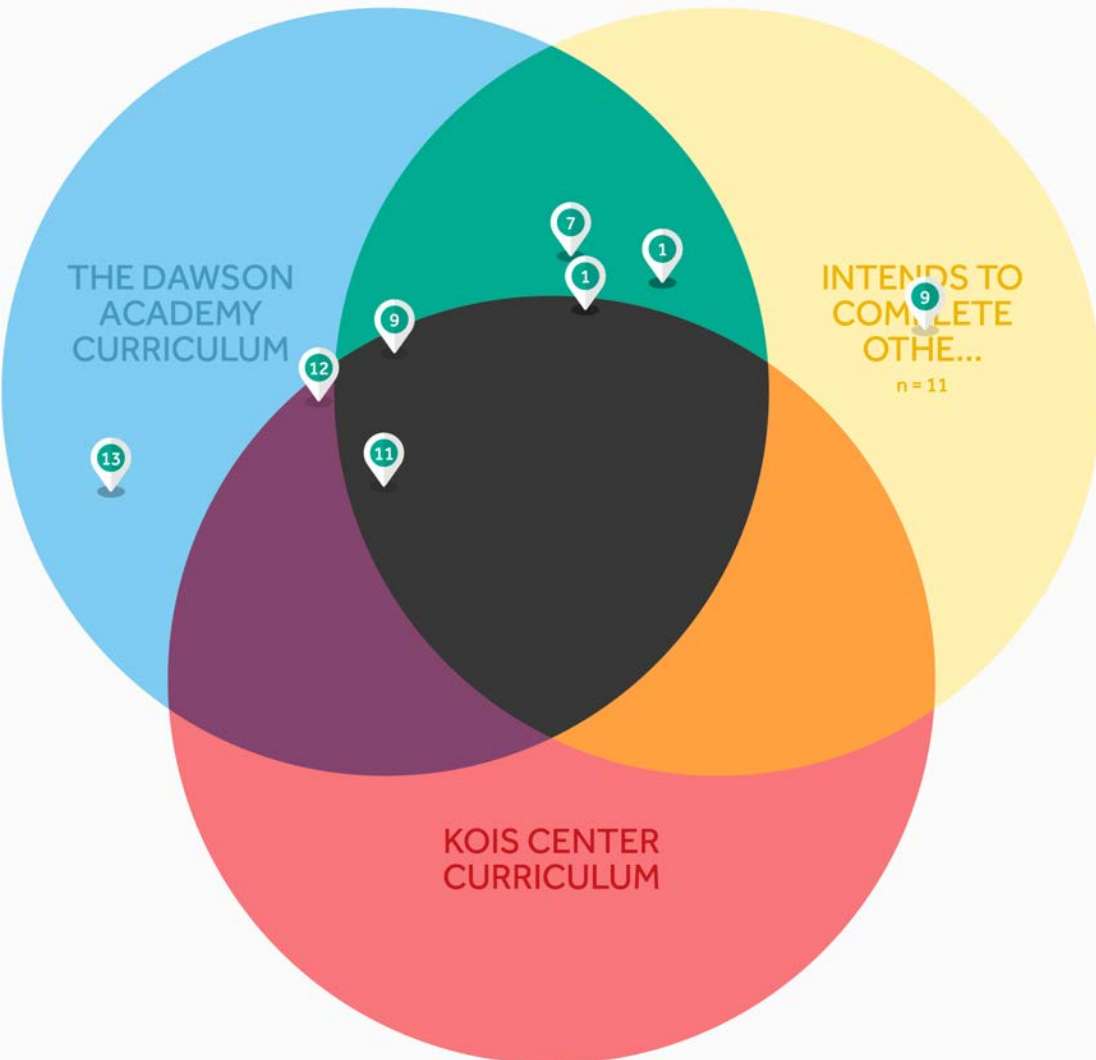
Factors your customers value less but believe both offerings deliver equally.

CHOICE FACTORS

Low Importance

- 14. The content is available online

The Dawson Academy's competitive positioning (Intent to **take other curriculum**)



GREEN ZONE

Factors your customers value and believe The Dawson Academy Curriculum delivers better than Kois Center Curriculum.

CHOICE FACTORS

High Importance

- 1. There's a clearly defined curriculum path
- 1. The content is useful
- 1. The content is easy to understand
- 7. I can pick and choose which courses I want to take
- 7. Instructors have a well respected reputation

GREY ZONE

Factors your customers value and believe both offerings deliver equally.

CHOICE FACTORS

High Importance

- 1. The content is easily implemented
- 1. The curriculum gives me a good return on my investment
- 1. The length of the courses fits within my schedule

Medium Importance

- 9. The format allows for hands-on training
- 11. The curriculum teaches technology based diagnosis and treatment planning

YELLOW ZONE

Factors customers value and believe neither offering delivers.

CHOICE FACTORS

Medium Importance

- 9. The content is available online

BLUE ZONE

Factors customers value less but believe The Dawson Academy Curriculum delivers better than Kois Center Curriculum.

CHOICE FACTORS

Low Importance

- 13. The curriculum offers live patient demonstrations
- 13. The curriculum offers over-the-shoulder experience

PURPLE ZONE

Factors your customers value less but believe both offerings deliver equally.

CHOICE FACTORS

Low Importance

- 12. The content is inline with current trends