

MCP

Medical Curriculum Partners

MCP SCHOOL LAUNCH INVESTMENT GUIDE

Ways to Launch Your Dental Assisting School with MCP

Payment pathways, cohort potential, and the
monthly support model explained simply.



PRACTICE-BASED DENTAL ASSISTING SCHOOL LAUNCH SYSTEMS



mcpdental.com



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Call me directly
to discuss your
school opportunity

405-306-8531

“

From myself and on down, we've worn many hats: campus president, academic dean, admission representative, curriculum developer, compliance officer, and more. We know what it is like to successfully start, operate, and grow vocational school campuses. That is why we enjoy using our experience and knowledge to continue to serve the industry — especially in the management and growth of our partner schools. As a national brand, we operate with complete transparency and, as a fast-growing company, want to make money with our partner dentists, not off them.

”

Julian Milian

CEO, Medical Curriculum Partners



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What's Going on with Dentists' Incomes?

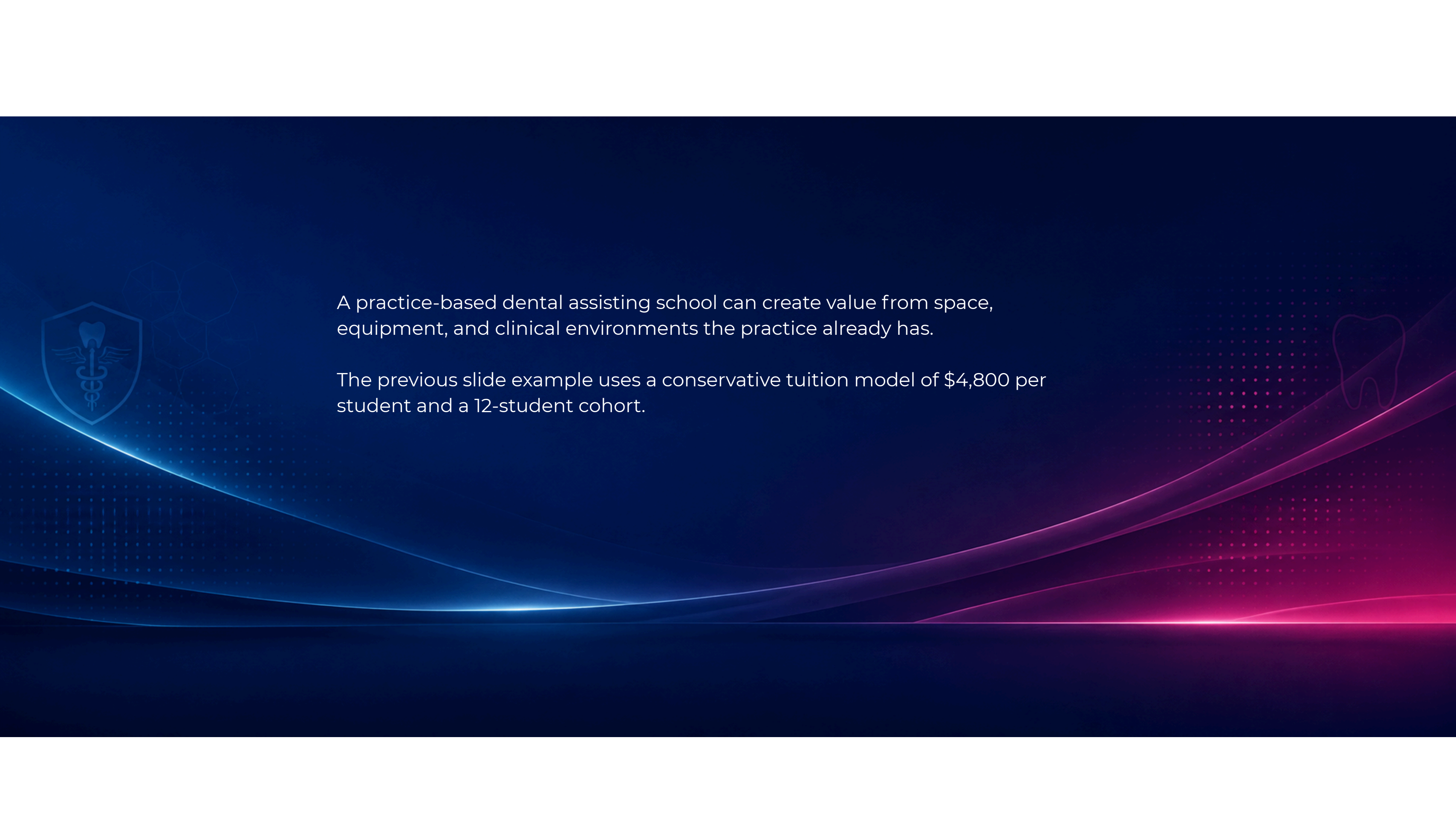
*On top of this decline in revenue, many dentists say they aren't having much fun on the job. According to two surveys, between 83% and 86% of dentists report experiencing moderate to severe stress because of work, with the top reason cited being time pressures.

These financial and time stressors are not, for the most part, due to inexperience or ineffectiveness. The average overhead costs for high-performing and low-performing practices are very similar for both GPs (76% vs. 78%) and specialists (74% vs. 76%). Moreover, established dentists (with 6–10 years of experience) actually report working more than dentists just starting out (1–5 years of experience).

Rather, the root cause of these issues is structural. In particular, dentists operating independent practices, are struggling with overhead and time pressures. because they're missing out on important efficiencies that a simple revenue add-on such as a dental assisting school, can help bolster.

SOURCE

How Dentists Can Earn More and Stress Less [Infographic] | Dental Care Alliance. (2015, December 14). Retrieved December 19, 2019, from Dental Care Alliance website:
<https://www.dentalcarealliance.net/news/how-dentists-can-earn-more-and-stress-less-infographic/>



A practice-based dental assisting school can create value from space, equipment, and clinical environments the practice already has.

The previous slide example uses a conservative tuition model of \$4,800 per student and a 12-student cohort.



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Medical Curriculum Partners | Practice-based dental assisting school launch systems

The Potential of One Class Cohort

A simple, scalable way to turn unused chair time into predictable revenue and long-term impact.



Tuition and fees per student

\$4,800



Example cohort size

12 students



Gross tuition revenue per cohort

\$57,600



MCP-guided target overhead

18%



Estimated overhead at 18%

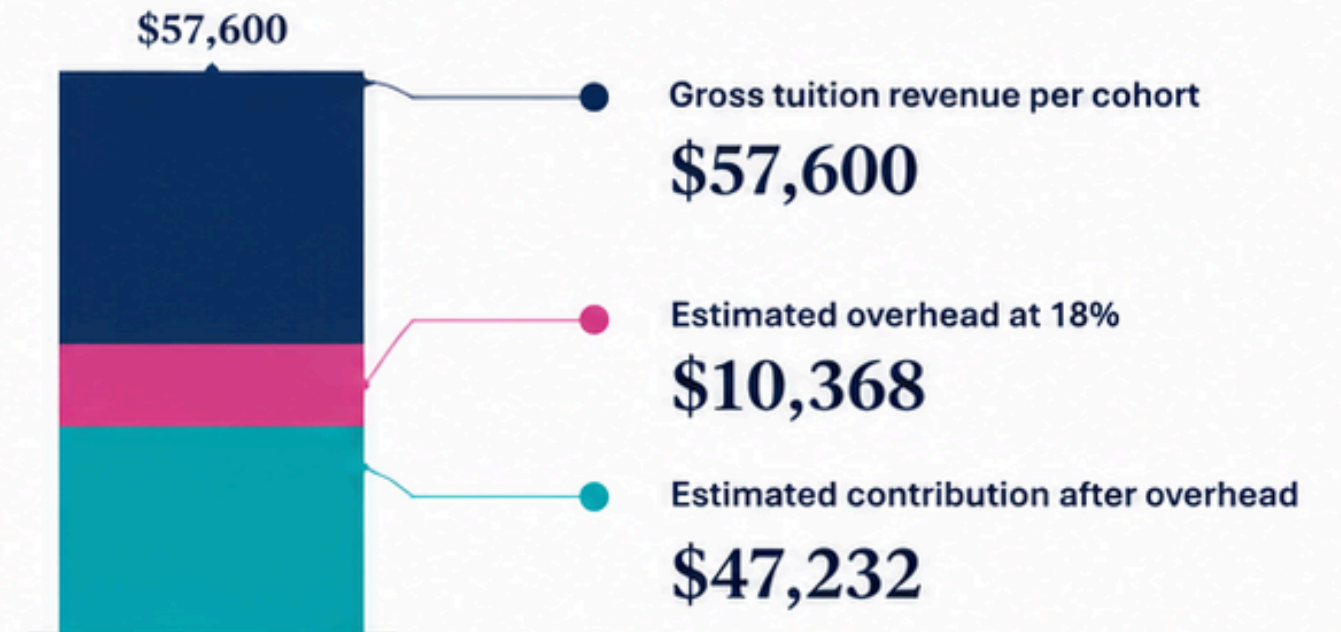
\$10,368



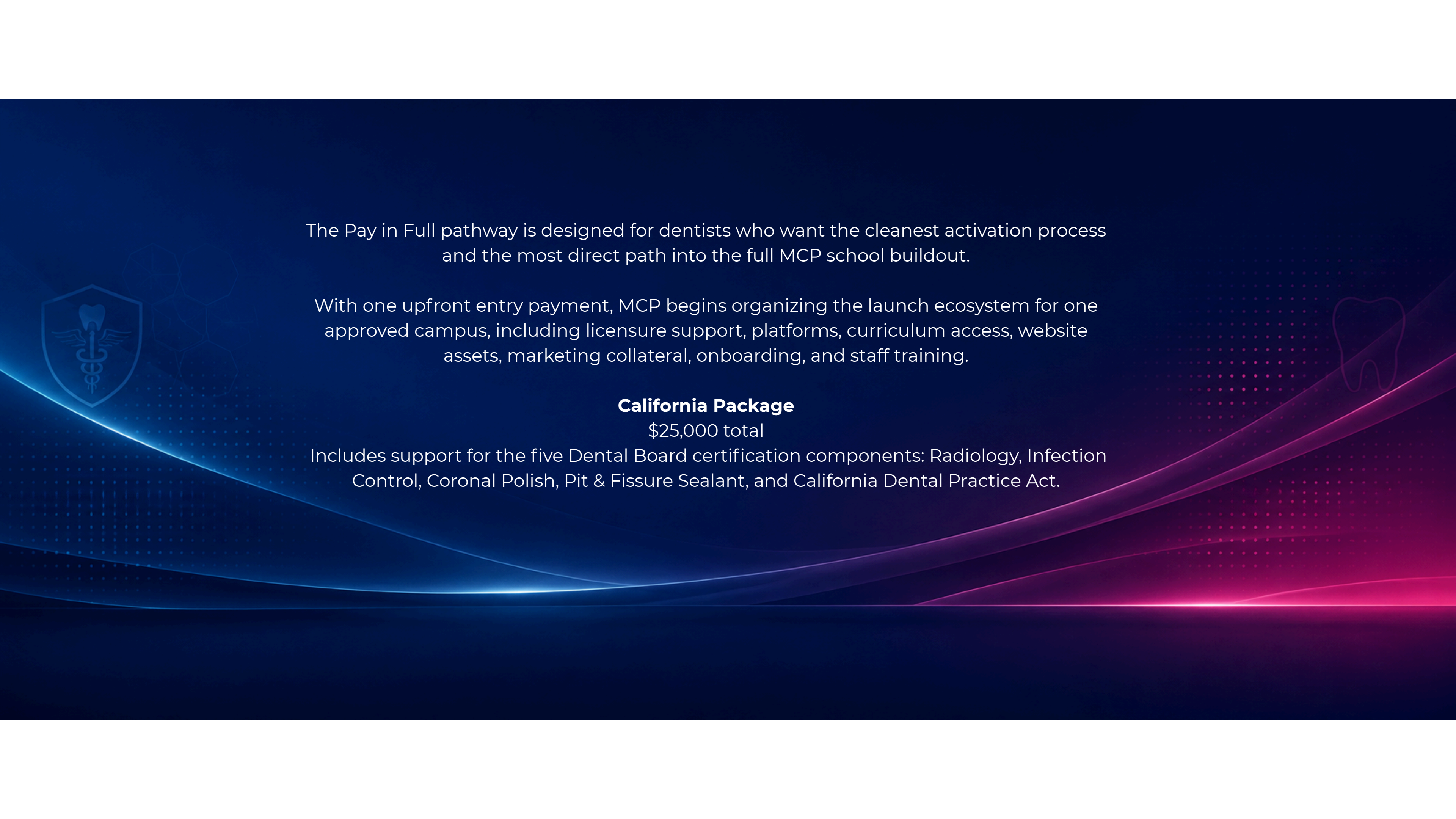
Estimated contribution after overhead

\$47,232

Financial impact per cohort



One well-run cohort can generate meaningful additional income from chair time that would otherwise sit unused.



The Pay in Full pathway is designed for dentists who want the cleanest activation process and the most direct path into the full MCP school buildout.

With one upfront entry payment, MCP begins organizing the launch ecosystem for one approved campus, including licensure support, platforms, curriculum access, website assets, marketing collateral, onboarding, and staff training.

California Package

\$25,000 total

Includes support for the five Dental Board certification components: Radiology, Infection Control, Coronal Polish, Pit & Fissure Sealant, and California Dental Practice Act.

Launch Option 1: Pay in Full

One upfront investment for the full MCP school launch system.



State licensure support



3 technology platforms



Custom school website



Marketing collateral templates



Staff onboarding and training



Curriculum usage rights

Ideal for practices that want the simplest path and full buildout from the start.



Single upfront entry fee

\$20,500



Best for doctors who want the cleanest path to a complete school launch.



The Pay-As-You-Go pathway is not a reduced package. It is the same MCP launch ecosystem, separated into staged deliverables for practices that want more cash-flow flexibility.

Each stage is paid before MCP begins, releases, activates, or delivers that part of the school build.



Launch Option 2: Pay as You Go

The same school destination, with staged payments across the build.

1	School licensure support	\$7,500	5	School website	\$1,050
2	Student LMS / curriculum platform	\$4,500	6	Marketing collateral	\$1,750
3	Instructor platform	\$3,100	7	Staff onboarding and operations	\$800
4	Staff training portal	\$1,800			
			\$	Total investment	\$20,500 total

 Ideal for doctors who prefer staged cash flow while still building the same MCP launch system.



Same destination. Different cash-flow strategy.



The MCP monthly fee helps keep the school connected to the systems that support learning, teaching, operations, and ongoing access.

This is not a per-student fee. It supports the broader MCP ecosystem for the covered campus.

The monthly fee begins the month after activation because school-specific setup, support, platform planning, curriculum access, and build work begin before licensure approval.



The MCP Monthly Fee: What It Supports

Ongoing access, school systems, and support for one low monthly fee.



Monthly MCP
subscription

\$499



Annual
subscription total

\$5,988



Tuition and fees
per student

\$4,800



Break-even point
About

1.2

students per year



One student covers about
80% of the annual subscription



In a 12-student cohort, the annual
MCP fee is only **10.4%** of
gross tuition revenue



The monthly fee begins the month after activation because school-specific setup, support, and build work begin before licensure approval.



What your monthly fee supports



Student LMS access



Instructor lab
guides platform



Staff training
portal



Website and
curriculum access



Ongoing support
and updates



Unlimited student
and staff access



Just over one student per year can cover the annualized MCP fee.



When my school was licensed, we celebrated a grand opening event that was celebrated by our local Chamber of Commerce and had a fantastic turnout for our ribbon cutting.

We now average 9 to 12 students from a town population of 17,000. Some students are two hours away from Jackson, MS, and stay overnight to attend our Saturday classes. I love my students and they love our program. I have great expectations for the success of my school with MCP's full support.

Dr. L. W., DDS



I've looked at other school opportunity packages, and I received a couple of binders and files that explained how to do things, and I was afraid I would not have time to do all the work myself.

MCP took on the responsibility of getting my school licensed and then ensured, through aggressive marketing, that students were driven to my school. I like the setup since I'm mostly hands-off to a large extent. The fees MCP receives are very low relative to the amount of work they do, and they don't affect my bottom line. The amount of money I save from developing anything from scratch far outweighs their initial startup cost.

Dr. S. O., DDS, MA, MAGD

Choose Your Launch Path with Confidence

The right path depends on how your practice wants to manage the investment.

- ➔ Choose Pay in Full if you want the simplest activation and the full launch buildout organized from the start.
- ➔ Choose Pay as You Go if you prefer staged payments by build phase while MCP assembles the same launch system over time.

After reviewing this guide, the next step is a short MCP Launch Review. We will discuss your state, your practice setup, your available space, your team, your timeline, and which entry pathway makes the most sense.



NEXT STEP

Choose Your Launch Path with Confidence

Pay in Full or Pay as You Go — either pathway leads to the same MCP school launch ecosystem.

The right path depends on how your practice wants to manage the investment.



Choose Pay in Full if you want the simplest activation and the full launch buildout organized from the start.



Choose Pay as You Go if you prefer staged payments by build phase while MCP assembles the same launch system over time.

After reviewing this guide, the next step is a short MCP Launch Review. We will discuss your state, your practice setup, your available space, your team, your timeline, and which entry pathway makes the most sense.



[Schedule Your MCP launch Review](#)



Pay in Full

Simplest activation.
Full launch buildout
organized from
the start.



Pay as You Go

Staged payments
by build phase.
Same launch system
over time.



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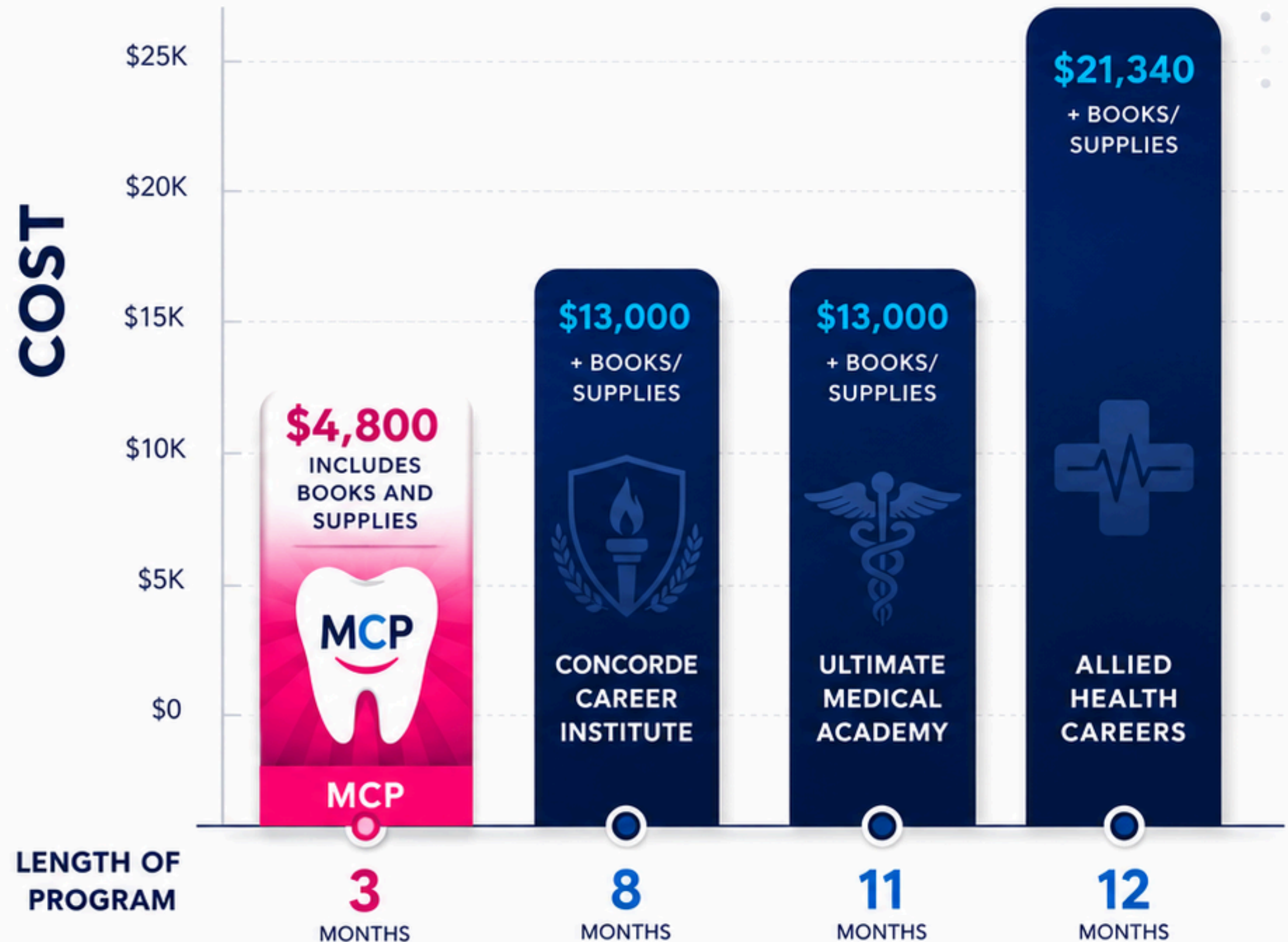
Turnkey Dental Assisting School Launch Systems

Students' Clear Choice — Quality Hands-On Training at a Fraction of the Cost.

MCP delivers the same hands-on training in **a fraction of the cost** and in less time—so you can start your career sooner and with less debt.



- ✓ Hands-on Training
- ✓ Career-Focused
- ✓ Affordable Excellence
- ✓ Faster to Your Future





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It is no exaggeration to say that UCI DCE simply wouldn't have a Culinary Medicine program without the vision and support of MCP. They have been a responsive partner always willing to help our University continuously improve the program to fit the needs of the learners we serve.

Ian Gibson, J.D. | Associate Dean





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April 13, 2012

To: Whom it may concern

This memo is in reference to the Pharmacy Technician Program conducted as a joint venture between the University of Florida College of Pharmacy (UFCOP) and Medical Curriculum Partners (MCP). We have had a good and professional relationship with Julian Milian and MCP since we started working together about three years ago. Julian is a dynamic worker in recruiting students and course development. He is conscientious in his efforts with the course to be sure everyone involved is treated fairly.

We have worked with about 200 plus students in the course during the time we have worked with MCP. All of them who have taken the PTCB national exam have passed the exam.

If you have specific questions about the relationship between MCP and UFCOP please let me know.

Sincerely,

Arthur E. Wharton
Director



SHOULD I GO FOR IT?

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

1. Does your dental production income instantly stop the moment you step away from the dental chair?
2. When your office is closed, does your facility sit there empty generating zero amount of excess income?
3. Has your retirement account dropped giving you no other choice but to practice longer than you originally intended for more funds?
4. Would you believe that thousands of people now are seeking training as dental assistants especially with the COVID-19 situation?
5. Do you want more flexibility in your working life?
6. Would you like to know why over the past 3 years, enrollment in Dental Assisting schools has risen quite progressively?
7. Did you know that Dental Assisting is currently the 3rd fastest growing occupation in the United States that doesn't require a college degree?
8. Do you still have large outstanding dental school and practice debts you'd like to pay down faster?
9. Are you now invested in real estate, or other kinds of 'sideline businesses' that require huge cash and time investments?
10. Would you treat your dental assisting school as a real business capable of producing real revenues?



If you answered 'Yes' to at least 5 of the questions above, then yes, perhaps you should go for it!



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— Earn an extra —
+ \$100,000 +
— in personal income —

It's Really a No-Brainer

SCHOOL OWNERSHIP

Julian Milian, CHEP

— 405-306-8531 —



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