



DENTAL COURSES

YOUR IMAGE – YOUR BRAND – YOUR SUCCESS!

WHAT DOES IT TAKE TO HAVE YOUR PATIENTS SEE YOU IN THE BEST LIGHT?

There is no denying that things have changed in dentistry and you need to keep up. Learn what it takes to put your best foot forward and make the first and lasting impression of your practice be the best impression. Learn about the science of body language, verbal skills and the power of visual impact. You will look at your social media footprint and your brand through your patient's eyes. Participants will walk away feeling inspired by the power of choice to impact their practice success.

GOALS

- To provide team training on the patient's point of view in respect to the dental practice and the patient's experience.
- To provide multiple opportunities for each team member to understand how they can present dental services and benefits in the best light for their patients.
- To bring each practice up to speed on how important their patient's first impression through social media can be.

OBJECTIVES

- Develop skills in reading body language to create the safest feeling possible for your patient.
- Learn effective voice tone and pace when speaking with your patient so treatment is perceived in the best light.
- Promote the use of positive visual images to encourage new patients to the practice through photography and video.
- Understand the importance of uncovering and meeting your patient's expectations so they move forward with recommended treatment.

VIVA LA VIDEO!

VIDEO: IT'S HERE, IT'S HAPPENING AND IT'S SO EXCITING.

The use of video on your website, during treatment presentations and on social media is a must. Keep up with the way your patients want to receive information. Learn to impact others through technology that is effective but inexpensive.

Your patients make decisions from their emotions and not always the facts. So, let's use that. The conventional use of text helps with SEO, but the informed thoughtful use of video will evoke emotion and get results. Learn how your iPad, iPhone and video camera can play a key role in practice success. Don't be left behind.

GOALS

- To provide an awareness on the benefits of using video to communicate with potential patients.
- To provide team training on the use of video within their practice for patient education.
- To bring each practice up to speed as to how video is effectively used on social media.

OBJECTIVES

- Develop standard operating procedures within the practice for the use of video for marketing and patient education.
- Design written guidelines for the use of video for patient testimonials.
- Identify patient education opportunities through video.
- Discover your communication style with your patients through the use of video recording.

THE NEW PATIENT EXPERIENCE

CRUCIAL TO YOUR PRACTICE SUCCESS IS DEVELOPING A STANDARD OPERATING PROCEDURE FOR YOUR NEW PATIENT INTERVIEW.

Learn how to design your new patient paperwork to uncover your patient's wants and needs. Hear how to conduct your new patient interview to find out how your patient presently feels about the value of their dental health and their history with dentistry. When you develop a system that involves the whole team, in this key component of practice management, you're guaranteed to increase treatment acceptance.

GOALS

- To set specific guidelines on optimizing every new patient's experience to the practice.
- Empowering each team member with an understanding of their role in the optimal new patient experience.
- Clarifying the importance of each and every new patient interaction between the patient and the team.

OBJECTIVES

- Review of existing systems so that your patients will not have to tell you the same thing twice.
- Develop interview skills to increase the patient's sense of comfort and connection on their first visit.
- Design your patient paperwork to support your goal of uncovering what is most important to your patient.
- Utilize a new patient phone slip that starts the relationship with your patients and increases patient connection.

CLINICAL ETIQUETTE

BE A CHARISMATIC SUCCESS WITH YOUR PATIENTS AND OTHER TEAM MEMBERS.

What are the top 5 ways we undermine ourselves with our patients and don't even know it? How do you talk about the social skills so necessary to a team's success without offending others? We will answer these questions and more as we walk through the dos and don'ts of how to achieve that charismatic level of success for your practice.

GOALS

- Measure the cost of misunderstandings and inaccurate judgements.
- Define the areas in life where we have control so we can be more effective.
- Recognize how to encourage others and bring out their best.

OBJECTIVES

- Increase team awareness on how much more impactful we can be as we work together.
- Decrease misunderstandings and judgements towards ourselves and others.
- Create a positive filter in which to help our patients see themselves in the best light and deserving of optimal dental health.
- Effectively use the science of voice tone and pace to give our patients hope.

HOW TO LOOK LIKE A MILLION...WITHOUT SPENDING IT

This interactive course is filled with real-world examples and solutions to the challenges we face in our closets every day. This course will help you identify how individual poise and self-image affects both personal and business success. You will then learn how to avoid the most common image mistakes and shop with confidence to get the perfect fit every time. Learn how to look like a million without spending it.

GOALS

- Understand how our perception of ourselves affects how others treat us.
- Learn to project your very best professional you.
- Use what you have in your closet to communicate your positive self- worth and confidence.
- Create a plan to clean out your closet to reduce stress when making decisions on what stays and what goes.

OBJECTIVES

- Develop confidence in your own personal presence and energy.
- Design a wardrobe that fits and flatters and increases your strength and confidence.
- Uncover the areas in your life where you are wasting time and money needlessly.
- Increase personal confidence so that you no longer worry about what to wear every day or for special occasions.