



JANICE HURLEY

dentistry's image expert

JANICE HURLEY IS KNOWN AS DENTISTRY'S IMAGE EXPERT

on personal presence and professional success. Attendees to her courses have described her as profoundly articulate, gracefully charismatic and powerfully entertaining. She has been honored for thirteen years as one of the top speakers in dentistry by Dentistry Today.

A noted authority on treatment presentation and effective in-office systems, Janice consults and coaches "hands on" and through articles published in Dental Economics, Dentistry Today, The Progressive Dentist, and others. Even dental hygiene schools use her written protocol standards for both image and effective communication.

After earning her degree in Organizational Behavior from The University of San Francisco, Janice has invested more than 25 years'

experience as a dental consultant, helping her clients gain higher treatment acceptance and attract better quality patients. As an international author and speaker on what it takes to project professional excellence and confidence so others feel it instantly, her goal is for everyone to use their professional energy for personal success.

Janice's energy is contagious and audiences inevitably leave as raving fans ready to re-energize their lives and their practices.

Janice has been a featured speaker with the Thomas P. Hinman Dental Meetings, Yankee Dental Congress, American Academy of Cosmetic Dentists, American Association of Endodontists, Philips Sonicare, Academy of Dental CPA's, Henry Schein, and many, many more.

DENTISTRY'S IMAGE EXPERT. Looking for a speaker who is profoundly articulate, gracefully charismatic, and powerfully entertaining? Look no more! Janice Hurley "brings it all" – and then some! Her dynamic message is filled with dozens of real life client challenges – and powerful systems that compel her audiences to action. Janice's programs offer a tremendous opportunity to rejuvenate your practice by helping your whole team harness their personal power. Her workshops and keynote programs have reached thousands with the understanding of how important their personal presence is to their success.



13 YEARS AS
DENTISTRY TODAY'S
LEADING CONTINUING
EDUCATION PROVIDER.

YOUR IMAGE - YOUR BRAND - YOUR SUCCESS! WHAT DOES IT TAKE TO HAVE YOUR PATIENTS SEE YOU IN THE BEST LIGHT TODAY? There is no denying that things have changed in dentistry and you have 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.

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 and your video camera can play a key role in practice success. Don't be left behind.

THE NEW PATIENT INTERVIEW. 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 patients' 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.

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!

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? Janice will answer these questions and more as she walks you through the dos and don'ts of how to achieve that charismatic level of success for your practice.

WHAT DENTISTRY IS

Saying

ABOUT JANICE

DR. DAVID LEE

President, Thomas P. Hinman Dental Meetings

"Janice had my staff mesmerized with her stories and suggestions. The information was so valuable that we implemented system suggestions as soon as possible. Our staff is always excited to see when she is speaking."

DR. MARK HYMAN

Dentist, Speaker, Author

"Janice is one of the most captivating and dynamic speakers we have in the Dental Seminar world. Her material is masterfully presented as we learn the often painful reality of how our patients judge our practices, teams, and us! Be prepared to laugh, learn, and throw out your finest polyester clothes as you update your message today."

DR. DWIGHT MCLAURIN

President-Elect, Georgia Academy of Dental Practice

"Janice was such a hit with our members that spouses came to her courses on the second day just to hear her speak. I highly recommend Janice as a speaker and authority on important office systems."

DR. MATTHEW KORMYLO

President, South Carolina Dental Association, Piedmont District

"Janice is a gem and is at the top of our list for future speakers. I cannot remember the last speaker who kept our audience engaged until the very end. Janice is a valuable asset to the profession of dentistry. She has an eye for class and professionalism and touched the lives of our participating staff like no other."

DR. MARK KOGUT

Member, Southwestern Society of Pediatric Dentistry

"Janice [is] the type of speaker that holds your interest from the moment she takes the stage. Staff members were talking about her long after the day was over."

RICK WILLEFORD, CPA

Principal, The Willeford Group
Member, American Academy of Dental CPAs

"I would have thought a room full of dental CPAs would have been a tough lot, but Janice had a wealth of great information and was a real hit! These should be the best dressed and best communicating CPAs around. Thanks to Janice!"

DR. RHEA HAUGSETH

President, American Academy of Pediatric Dentists

"Our membership loved her as a speaker. Her programs are full of accurate information that we can use and implement immediately. I only wish my associate and my staff could have attended."

DR. WOODY OAKES

Excellence in Dentistry

"Janice has to be one of the best speakers we have seen! Her message touches the hearts and minds of everyone in the audience.....at the end, she received a standing ovation."

DR. EDDIE PAFFORD

General Chairman, Thomas P. Hinman Dental Meetings

"Thank you Janice for sharing your time and your talents with us. I plan to change my website and many other things that I learned from your program. I am looking forward to you being a part of the Hinman Dental Meeting again. Congratulations and thanks again."

Dental Platforms

AUDIENCES RANGING FROM: 200-3000

Thomas P. Hinman Dental
Meetings

Yankee Dental Congress

Excellence in Dentistry

Thunderbird Study Club

Pact One Solutions

Dr. Jad Elkhoury – Referral
Program

South Carolina Dental
Association

Winnebagoland Dental Study
Club

AAE – American Association
of Endodontists

Utah Dental Association

Philips Sonicare

ADCPA – Academy of Dental
CPAs

Pennwell Corporation – RDH
Under One Roof

American Business Women's
Association

Platinum Professional Dental
Development – Australia

Nash Institute for Dental
Learning – Canada

Pierce County Dental

North County Oral Facial
Surgery Center

Excellence in Dentistry

AACD – American Academy
of Cosmetic Dentists

American Association of
Dental Office Managers
(AADOM)

Arizona Dental Association

California Dental Association
(CDA)

Central Ohio Study Club

Georgia Academy of Dental
Practice

Henry Schein

Southwestern Society of
Pediatric Dentistry

Jersey Coast Dental Forum

Kodak Dental Systems –
Practice Works

Organization for Safety &
Asepsis Procedures (OSAP)

Professional Dental Assistants
(PDA)

Seattle Study Club – National
and Local

Women Leader's in
Healthcare