

Co-Sponsored by UK College of Dentistry and the Blue Grass Dental Society

What You Will Learn

Being passionate about dentistry and learning how to provide the new patient with a comprehensive, exceptional experience so that the patients say “yes” to needed dental treatment is an art that must be developed. Debbie Castagna and Virginia Moore will help your dental office advance by implementing strategies to increase the effectiveness of your dental team, while aligning the goals of the practice with the goals of your patients. This program will also provide you with practical strategies and techniques that can be implemented in order to perform team-driven diagnosis, treatment planning and acceptance for new patients. A motivated and effective dental team makes the dental practice much more efficient and patient-centered allowing delivery of better dental care. Successful dental practices realize verbal communication skills, selling skills and total team enthusiasm are necessary for comprehensive patient care and continued patient satisfaction. These people skills are as important as the clinical skills of the dentist. In this course, you will leave this seminar ready to achieve patient satisfaction and treatment acceptance more effectively. In addition, you will learn about perfect payment arrangement to navigate the ‘can’t pay, won’t pay, don’t wanna pay’ scenarios that are costing you money. Increasing your collections by just 1-2% can add thousands of dollars to your bottom line each year. You can make it happen!

Special Benefits

You will receive expert advice on how to:

- Motivate and energize the dental team
- Improve communication
- Incorporate customer service strategies that create patient satisfaction and loyalty.
- Develop your practice’s niche
- Educate your patients about the benefits of treatment
- Increase case acceptance through clear communication
- Understand what patients really want
- Help your patients understand the value of your services to achieve a greater level of treatment experience

Acknowledgement

This course is sponsored in part by an unrestricted educational grant from Care Credit, Inc.

Speakers

Debbie Castagna and Virginia Moore

Dentistry has always been a perfect ‘fit’ for Debbie Castagna and Virginia Moore, two of the industry’s most experienced and accomplished speakers, consultants and have been featured presenters at, among others, the American Dental Association, California Dental Association, FDI World Congress, Thomas P. Hinman, Chicago Midwinter and Greater New York Meetings, as well as many other state and local organizations and groups. They are co-founders of The Practice Source, a company that provides management consulting as well as practical, results-oriented practice management books and e-books, including “The Doctor as CEO: and “The Ultimate Staff”. They are also co-founders and instructors of The Consulting U, an intensive ‘master’s training program for dental management consultants.

Program Information

Time: Registration – 8:30 am; Course – 9 am – 5:00 pm
Location: Hyatt Regency Lexington
401 West High Street
Lexington, KY
Tuition: \$195 ADA member dentist;
\$295 Non-ADA member dentist
\$115 auxiliary; \$95 auxiliary w/registered dentist
(continental breakfast and lunch included)
CDE Credits: 7 hours (Business/Category C)
Register by February 13, 2009

