



Northwest
DENTAL SOCIETY

Fall Meeting

CE FOR THE ENTIRE DENTAL TEAM!



SANDY BAIRD has an MBA, over thirty years of dental management experience, and a dentist/ husband of more than forty years, Sandy Baird, consultant, coach, speaker, and author, offers dental practices a wide selection of practice management services and solutions. Her advantageous perspective of first-hand “walked in your shoes” expertise from the viewpoint of the dentist, the owner, and employee allows her to offer valuable and practical solutions. Sandy is a passionate speaker and coach; she eagerly shares her knowledge and insights with dynamic enthusiasm. She can propel your practice to a higher level of sustainability and success.

THE SUPER-GLUE OF PRACTICE SUCCESS: CUSTOMER SERVICE, COMMUNICATION AND ONLINE RATINGS (3 CE)

Super-glue is a remarkable substance that permanently binds different and separate objects together. What has that got to do with dentistry? Everything! Dental practices have many different and separate moving parts that must be combined to produce a smooth-running, patient-friendly, health-oriented, and productive business. A practice’s clinical, scheduling, infection control, financial, and practice development systems must all come together and work together to create a binding relationship with patients, team members, and the community. What is the common factor encompassing all these moving and living parts? Communication. Effective communication that exudes top customer service, trust and care. Communication that creates patient advocates, referrals, rave reviews, and sustainable practice success. Want this results in your practice? Bring the entire team and attend this seminar, see you there!

COURSE OBJECTIVES:

- How your customer service can be your strongest competitive advantage
- How to communicate care and warmth to your patients
- How to show your patients that you are truly listening
- 5-star telephone skills.
- The fundamental rules of customer service
- How to apply these rules in your practice
- How these rules can create 5-star on-line ratings for your practice

DEALING WITH DIFFICULT PEOPLE IN A PROFESSIONAL SETTING (2.5 CE)

At some point, everyone is faced with working or dealing with, “a difficult-person.” This is particularly true in a dental practice where patients undergoing treatment can experience strong feelings of fear and anxiety. Often these intense emotions transform the mildest mannered person into a difficult-person. It is not just patients, though, your difficult person could be a co-worker, a doctor, or an employee. Anyone can be affected by the intense, sensitive, and challenging work environment of a dental practice. This means everyone working in a dental practice needs a set of tools to help them successfully deal with difficult people. Bring your team so everyone can learn ways to turn these potential Tasmanian devils into purring kittens.

COURSE OBJECTIVES:

- How to manage difficult patients and people in your practice
- How to avoid creating difficult people and patients
- The real story behind difficult people
- How to turn a difficult patient into your best referrer
- Scripts and verbal tools for dealing with difficult people
- Effective tools to neutralize difficult people

OCT. 2, 2020

STONEY CREEK HOTEL & CONFERENCE CENTER

1201 N Woodbine Rd, St Joseph
816-901-9600

AGENDA

8:30a	Breakfast & Registration
9a - Noon	AM CE course <i>The Super-Glue of Practice Success: Customer Service, Communication, and Online Ratings</i>
Noon - 1p	Lunch and Business Meeting
1p - 3:30p	PM CE Program <i>Dealing with Difficult People in a Professional Setting</i>

COURSE FEE

\$125 Members
\$175 Non-members
\$50 Spouses & Staff

QUESTIONS

Visit nwmodental.org or call Dr. Fallon Stiens at 660-783-2205 or email drfallondds@gmail.com.

ADA CERP® | Continuing Education Recognition Program

The Northwest Dental Society is ADA CERP recognized providers approved by the MDA. ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry. The Northwest Dental Society designates this activity for 5.5 continuing education credits.

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Name: _____ Member Type _____ Fee: _____

Mail Registration and Payment to: Dr. Jeffry Gardner | 2336 S Main St, Maryville, MO 64468

Total Due: _____