

Topic Options

If you and your group are new to our work, we recommend that your learning begin with **The Communications Solution Creating Stress-free Patient Relationships**. This hallmark program prepares a group to explore other areas that are founded on strong communication skills and is suggested as the first program in a series. If you have participated in a previous ProSynergy workshop or study club, consider any of the advanced programs. We are happy to create a program specific and unique to your group.

Half day or Evening Programs exclusively for dentists

**How can I run the practice...
when I'm gloved, louped, gowned, masked and making tooth dust?
*A New Way of Looking at Leadership and Management***

**The 3Cs: Clarity, Consistency and Congruency:
How to Effectively Convey it to Your Team**

Dynamic Half day Programs for everyone

Good Staff or Extraordinary Team?

Blah, blah, blah...Stop Talking and Start Listening to What Patients Want

**Is it Hot in Here or is it Just Me?
How to create and maintain a healthy team environment**

**Dental Tour Guide:
How to actively involve patients in examination and treatment planning**

Dental Sabotage: Sandy's Top Five Ways We Create Problems for the Practice

No Two Days are Alike: A Survival Guide for Successful Change

Foundational Programs

**The Communications Solution
Creating Stress-free Patient Relationships**

**The Communications Solution
Creating a Relationship-based Practice**

Advanced Programs

**The Communications Solution
Success with New Patients!**

**The Communications Solution
How to Hire High Achievers**

**How can I run the practice.....
when I'm gloved, louped, gowned, masked and making tooth dust?
A new way of looking at leadership and management**

Indeed, it is hard to handle all of the day-to-day details of your business, your staff and your patients when you're the primary means of production.

Learning how to hire and train a mature, responsible staff and how to prepare them to handle daily administrivia as well as make good judgments about your business is challenging yet do-able.

Join Sandy Roth as she introduces you to a new way of looking at leadership and management of your practice.

The 3Cs: Clarity, Consistency and Congruency: How to Effectively Convey it to Your Team

Many practices have internal challenges that interfere with their ability to deliver the finest care to their patients. Sandy Roth will help you understand the causes of this stress and how to create solutions that will transcend the inevitable conflicts that occur in any workgroup. Every member of the team must be crystal clear about not only what the practice is in business to accomplish but also the role he or she has been asked to play in accomplishing that goal. This guidance must come directly from the dentist, who must be clear, consistent and congruent in his or her communication and oversight. The formula is simple but not always easy:

clarity of purpose, clarity about unique individual roles, requisite skill sets, and a strong work ethic. This program will guide the dentist and team in:

- *establishing a clear purpose
- *delineating how each member of the team is expected to contribute
- *dealing with inevitable conflict when it occurs

Good Staff or Extraordinary Team?

Substantive Distinctions and Meaningful Implications

Target Audience: Dentists and all Team Members

What is the distinction between a staff and a team? While staff members are expected to perform tasks well and handle routine matters with ease, an extraordinary team has mastered the ability to address and successfully deal with the toughest challenges:

- the disappointed patient
- interteam conflict
- lack of guidance or direction
- the stagnant practice
- the non-communicative or conflict-avoiding dentist
- ...and similarly undesirable situations.

Plan for all of your practice members - and that definitely includes the dentist - to join Sandy in addressing your development as a team and plot a new course.

Learning objectives:

1. Learn the distinction between a staff and a team
2. Explore how each team member can have a greater impact on the practice and its patients
3. Plot your course for individual and collective team development

Blah, blah, blah...

Stop Talking and Start Listening to What Patients Want Communications skills for every member of the team

Patients seek dental care for reasons that are important to them, and each has a story that has influenced his or her thinking and how he or she wishes to be helped. Learning what patients want is the essential first step to helping patients achieve their goals and achieving your own. This program will help you learn why listening is so crucially important. Sandy will provide tools for how to effectively ask questions and listen intently to each patient.

Learning objectives

Participants will develop:

- *a sensitivity and ear for patients' attempts to convey what is important to them
- *the skill of asking questions in a way that invites and leads to greater understanding
- *an understanding of how to create a safe environment for patients to fully communicate what is important to them

Is it Hot in Here or is it Just Me?

How to create and maintain a healthy team environment

Let's face it. Most people hate conflict - so they avoid it. The problem is that, like caries, problems don't go away when ignored. They only get bigger. Whether related to patients, other team members or the doctor/staff relationship, these issues are real and threaten the ultimate success of the practice. In this session, Sandy Roth will help each member of the team learn essential skills of problem anticipation, definition and resolution. In this safe environment, participants will have the opportunity to tackle many issues common to most teams and return to the practice with the skills to create a healthier environment and more successful practice.

Learning objectives:

1. Learn how to recognize problems before they gain footing
2. Learn how to address problems early when they are more manageable
3. Learn how to tackle really ugly situations that have been allowed to go on too long

Dental Tour Guide: How to actively involve patients in examination and treatment planning

The more patients understand their condition and its implications, the more involved they will be in their own treatment planning. This workshop will help team members learn how to become an advocate for patient learning and understanding, the implications of jargon vs lay language and the reason that patients must be active participants in the examination process. In addition, team members will review their own practice protocols and procedures to ensure that patients are not excluded intentionally or unintentionally from any step that is relevant to their choice-making. Whether to refine or entirely revamp your procedures, each participant will leave with a personalized approach to patient involvement.

Learning objectives:

1. Learn how to conduct an interactive examination and treatment planning discussion
2. Learn what improves patient involvement
3. Evaluate and re-design your exam and treatment presentations to include patient involvement

Dental Sabotage: Sandy's Top Five Ways We Create Problems for the Practice

A wise person once said, "We create the things we fear the most". So true.

This program will focus on those problems we all face and how we contribute to them. Issues like hygiene no shows, patients showing up late or canceling, lack of respect for staff members, and accounts left unpaid can all be solved by understanding what we do to create them and changing the way we approach these issues with patients.

Learning objectives:

1. Learn how think and talk differently with patients about appointments
2. Learn what you can do to elevate the value of hygiene
3. Be more effective in discussions about fees and payment

No Two Days are Alike: A Survival Guide for Successful Change

Just when you think your practice is finally taking shape, something big changes! Let's face it. Change does not come easy. In fact, it can be downright uncomfortable, and you or some of your team may actively resist. This program will help you learn to embrace change in a healthy and positive way and deal with the challenges and opportunities it brings; either those external ones imposed on you, or the ones you purposefully choose to make. Contains valuable leadership guidance for dentists and empowering messages for the team.

Learning objectives:

1. Learn how to think differently about changes
2. Learn what you can do to create support for changes in the practice
3. Learn to come to terms with those things you wish you could change but can't!

The Communications Solution Creating Stress-free Patient Relationships

Program length: One Full day
Recommended group size 20 to 150

This introductory program will change the way you and your team relate to your patients. Creating Stress-free Patient Relationships provides an overview of the behavioral aspects of dentistry presented in a way that involves every participant in learning real skills that are immediately useful. No more sitting in lectures for a day followed by very little change in the practice. It's a hands-on program that ensures each member of the team will understand the most important behavioral principles as they apply to dentistry. Sandy will help participants discover that what they think is more important than what they say. You will find out why many of the same problems occur time and time again and how to prevent them through a greater understanding of human behavior.

This program will address why patients

- **Fail to keep appointments or agree to pay and then don't**
- **Reject diagnoses and treatment when they are so obvious**
- **Get angry when you tell them the truth**
- **Put treatment off when things are falling apart**
- **Call for treatment only when they feel it's an emergency**
- **Feel your fees are too high**
- **Think insurance should cover everything**
- **Treat the staff differently than the dentist**
- **And many other challenges participants will raise**

Sandy will guide you through understanding why your patients REALLY come to you and introduce you to the Outcome-Means-Prices model. This concept, which is crucial to successfully working with your patients, is based on the principles of choice making and how they apply to a person's decisions about their dental care.

Participants will learn three critically important skills:

QUESTION ASKING LISTENING EARNING THE RIGHT TO INFLUENCE

These communications skills are vital to forming good relationships, which are the basis of strong and successful relationship-based practices. This survey program prepares a group to explore other areas, which are founded, on strong communication skills and is recommended as the first program in a series offered by Sandy Roth.

The Communications Solution

Creating a Relationship-based Practice

Program length: Two full days

Recommended group size: 20 to 50

Creating a Relationship-based Practice is a real roll-up-your-sleeves program very suitable for the dentist and entire team. The two-day event is a powerful combination for a small group of committed practices to undertake together while respecting the unique qualities of each individual practice. Participant groups will be given an opportunity to re-think their practice model and consider how to create an environment where patients feel understood, respected, and safe enough to openly discuss their concerns. The result will be more connected patients choosing better dentistry sooner as well as an improved atmosphere for the entire team

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Day 2: Transforming From Staff to Team. How does a team differ from a staff? It begins with your leadership and a clear understanding of the purpose you intend for the practice. While staff members focus on task, team members are purpose-driven and when a group discovers how to bring their individual skills and talents to a common purpose, a transformation occurs. Sandy begins this important program by focusing on these leadership aspects and moving participants through the fundamentals of management and resource so critical to the success of your practice.

Sandy provides insights about why the traditional front/back model no longer works in modern dentistry and actually impedes practice development and growth. By outlining the three realms of the practice: Administrative, Behavioral and Clinical, Sandy helps you conceptually re-tool your practice and staff model. She addresses why it has become so difficult for the traditional front desk to serve both paper and people and introduces you to the highly successful facilitation model. Learn the fundamentals for providing facilitation and how a dedicated facilitator can provide new possibilities to connect and become successful with patients. From the initial phone conversation to the first appointment, from diagnostic exam, to treatment discussion, acceptance and beyond, the team is a highly sophisticated group who serves the practice's purpose.

Of course, Sandy addresses internal team relationships too. She helps practices recognize the source of frustrating and strained relationships and helps participants learn how to clear the roadblocks impeding a healthy team environment. This liberating and healthy way to work with your staff insures that you will serve your patients better as well!

- This program will cover:
- Principals of leadership and management
- The new boss: purpose
- The ABC's of the practice
- Why the traditional practice management approach fails
- Why the traditional front desk doesn't work
- How the team can function with less stress and more productivity
- How a facilitator functions and how she can impact your practice
- Ways to open team dialog and cooperation

The Communications Solution

Success With New Patients!

Program length: One full day
Suitable for: Dentists and team members
Recommended group size: 15-75

Dentistry is as much a behavioral profession as a clinical one, and the practice that lacks advanced communication and behavioral skills may be in jeopardy. We offer Success With New Patients! to enhance your ability to take the best advantage of the new patients who seek your services. You will be stimulated, challenged, and inspired to consider new ways to have a significant impact on the lives and health of the people you serve.

Without a doubt, one of the greatest assets a team has is the potential in each new client who seeks your services. What you and your team choose to do with that potential can perhaps mark the difference between a truly prosperous practice and one which achieves only limited success.

During the program you will have an opportunity to explore, discuss, and learn how to:

- Establish a relationship based on clear communication and openness
- Help your patients take ownership for their health
- Understand patients' attitudes, beliefs, values, and expectations
- Know enough to take the next step wisely
- Help new patients discover what they want and how you can help them.

In this program we help you create your own practice method, one which is as personalized as a signature.

Just some of the questions to be explored in Success With New Patients.

What is the right new patient experience for our practice?

How do you handle the initial phone call? How much time should it take?

Who should be involved in what steps of the process?

What can you learn about the new patient?

How can you use this information?

What will your patients learn about you?

What are the benefits for you, your patients, and your practice?

How can you individualize the process? Where do you begin?

Note: The pre-requisite for this program is: The Communications Solution: Creating Stress-free Patient Relationships

The Communications Solution

How to Hire High Achievers

Program length: One full day
Suitable for: Dentists and spouses or key team members active in practice management
Recommended group size: 15-75

This eye-opening workshop helps you FINALLY understand how to hire right the first time and successfully find the committed team members you have been seeking. This program is critically important for every person who has a role in hiring, training, evaluating or releasing employees and must be attended by the dentist. We will focus on identifying duties and clear expectations before beginning the search for an employee. Placing an ad is step 24 and must be preceded by a clear understanding of the employer's goals for the hiree. You will learn how to hire people who are smarter than you are (in needed areas) and commit to their success.

Just a few of the key things you will learn:

- **Why you shouldn't wait until you need to hire**
- **What red flags to look for when screening and interviewing**
- **Why hiring people smarter than you are is ESSENTIAL**
- **What plans you to have in place BEFORE your new team member begins**
- **Where to find the highly sought-after team member**
- **What we do that sets up our new hire for failure**
- **Why team involvement is critical**