

# 2025

## **SPEAKER PACKET**

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Kevin Henry



**KEVIN SPEAKS DENTAL**  
EMPOWERING TODAY'S DENTAL ASSISTANTS

When dental team members produce at a high level, feel job satisfaction and understand industry trends, practice profitability increases.

Kevin Henry's insider perspectives, tips and tools help participants overcome obstacles in dentistry's changing landscapes. With more than 25 years in the dental publishing industry and as an advocate of today's dental assistant, Kevin speaks to dental audiences across the world on topics that empower dental teams.

## Course Offerings

### ♦ **Battling and Beating the Demons of Dental Assisting**

We'll explore the typical dental assistant's four main job-related concerns (money, respect, teamwork and attitude) and identify steps to embracing one's own potential and leadership mindset.

### ♦ **Get Off the Team Turnover Wheel! Find, Hire and Retain an Amazing Team**

Learn how to rise above the competition to hire well and the steps to building a practice culture that helps you retain a perfect-fit team long-term.

### ♦ **The Top 10 Mistakes Dental Practices Make... and How to Avoid Them**

In today's competitive environment, dentists and dental team members need to know what they're doing right... and what can be improved.

### ♦ **Harnessing the Power of Personalities Within the Dental Practice**

We will focus on different personality types, both within the practice and your patients, and how a business can be more harmonious and prosper from understanding what makes each person unique and a key part of the puzzle of success.

### ♦ **Real Talk About the State of Dental Assistants in 2025**

In a lecture unlike any you've ever seen before, dental assistants will have the chance to share their joys and frustrations and have their questions answered in real time.

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I really enjoyed attending Kevin's course along with my dental assistants. Fun and interactive, the course also enlightened me as to the perspective of dental assistants on their role as part of the dental team.



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# Battling and Beating the Demons of Dental Assisting

Dental assistants want to be compensated fairly, feel respected and look forward to the work they love to do.

Every day, dental assistants face a variety of challenges in their job. How those challenges are met can affect the professional and personal lives of these valuable team members. In this fast-moving and interactive course, dental assistants will learn how to identify the issues that can “get under their skin” and how to deal with them.

We'll explore the typical dental assistant's four main job-related concerns (money, respect, teamwork and attitude) and identify steps to embracing one's own potential and leadership mindset. Additionally, dental assistants will learn why they are a key part of the dental practice's business success and what they can do to not only enhance their own careers, but also the bottom line of the business.

## Objectives

- ♦ Identify on-the-job challenges that could affect performance and happiness
- ♦ Understand the steps that can be taken to minimize the effects of those challenges
- ♦ Explore how to have a more productive and fulfilling career as a dental assistant

## Attendees

Dentist and dental team members

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Enjoyable, interactive, and a great opportunity to network and share with other dental assistants.



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## Get Off the Team Turnover Wheel! Find, Hire and Retain an Amazing Team

In practices across the country, dentists are struggling to find team members to fill vacant positions. The pandemic of 2020 changed the mindset of dental team members when it comes to their work and what they want out of it, and dentists must adjust to this new philosophy.

We know the everyday value of the team to the success of the practice. From the hiring process to the everyday activities within your practice, your interactions with team members (and their interactions with patients) can be the difference between an efficient business and one that customers and employees avoid.

With 20 years of experience consulting with dentists and teams, Kevin will share the strategies and resources for attracting remarkable team members. Learn how to rise above the competition to hire well and the steps to building a practice culture that helps you retain a perfect-fit team long-term.

Together, using time-tested knowledge and success stories from other practices, let's end the days of "hiring a heartbeat" and ensure you are finding the right person for your business ... every time.

## Objectives

- ◇ Pinpoint the three biggest questions you should be asking when hiring
- ◇ Learn the three questions every team member should be asking you ... and how you should answer them
- ◇ Understand where other dentists are finding team members
- ◇ Comprehend what it takes to get off the turn over wheel and keep a team together for the long term
- ◇ Discover how every team member can impact the bottom line of the practice ... and has a direct impact on the practice's success or failure.

## Attendees

Dentist and dental team members



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# The Top 10 Mistakes Dental Practices Make...and How to Avoid Them

In his 20-plus years serving as the managing editor of Dental Economics and group editorial director for Dental Products Report, Kevin has seen a lot of mistakes made by dental practices around the country. Some have caused a practice to lose team members. Some have caused a practice to lose a significant amount of money. One even cost a dentist his license.

Learn how to avoid the mistakes these practices made in this fast-paced, informative lecture that will have audiences thinking about the way they do business. No one likes to admit they're doing something wrong.

In today's competitive environment, dentists and dental team members need to know what they're doing right ... and what can be improved.

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I loved the class.  
Amazing speaker  
and communicator.



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## Objectives

- ◇ Explore the biggest mistakes that cost a practice countless hours and resources
- ◇ Identify how to avoid these mistakes in your practice
- ◇ Learn which systems must be in place and how to maximize cohesiveness in your team
- ◇ Develop verbal skills that foster communication between team members and build trust with patients
- ◇ Discover how every team member impacts the bottom line of the practice ... and has a direct impact on the practice's success or failure

## Attendees

Dentist and dental team members



# Harnessing the Power of Personalities Within the Dental Practice

Every day, people, whether they are employees or patients, with different personalities and motivations walk into your dental practice. Employees, with their different viewpoints, can either focus on their common denominators or the things that make them different from each other. In this look at harnessing the good and bad of what makes each of us unique, let's talk about ways to turn differences into strengths within the practice. We will focus on different personality types, both within the practice and your patients, and how a business can be more harmonious and prosper from understanding what makes each person unique and a key part of the puzzle of success.

## Objectives

- ❖ Discovering through simple steps what your personality may be as well as others in your practice
- ❖ Learn how to find common denominators despite having different types of personalities
- ❖ Understand what each personality is looking to have from his or her colleagues

## Attendees

Dentist and dental team members

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The class was great! Very helpful and interactive.



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# Real Talk About the State of Dental Assistants in 2025

In this candid and interactive session, dental assistants will explore the challenges and opportunities shaping their profession in 2025. Through a dynamic lecture and open discussion, this course invites dental assistants to share their real-world experiences, frustrations, and triumphs in the field, while engaging with industry experts and peers to find solutions.

This session goes beyond traditional lectures to create a space where dental assistants can have their voices heard—whether it's navigating workplace dynamics, adapting to new technologies, or managing the evolving demands of patient care. Attendees will gain insights into emerging trends, from expanded roles in healthcare teams to the impact of automation and artificial intelligence in dentistry.

The course will also provide actionable strategies for improving job satisfaction, advancing career prospects, and addressing issues like burnout and work-life balance. Real-time Q&A will allow participants to ask questions, voice concerns, and collaborate with others in the field to build a more supportive, sustainable dental assisting profession. Whether you're a seasoned professional or new to the field, this lecture offers an honest and empowering look at the state of dental assisting in 2025.



## Objectives

- ♦ Analyze the key challenges and opportunities facing dental assistants in 2025, including advancements in technology, changing workplace dynamics, and evolving patient care responsibilities.
- ♦ Create a space for dental assistants to share personal experiences, frustrations, and successes, while actively participating in real-time discussions and Q&A sessions to address common concerns and find collaborative solutions.
- ♦ Identify actionable strategies to enhance job satisfaction, manage workplace stress, and advance professional development, with a focus on improving work-life balance and preventing burnout in the dental assisting profession.

## Attendees

Dental assistants





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## Kevin Henry

As a certified DiSC trainer, Kevin Henry has worked with dentists and dental team members for more than 25 years. His goal is to empower, enlighten and educate dental assistants throughout the world, and he speaks to them all over the world, in person and through the Dental Assistant Nation podcast, reminding them of the important role they play every day in their practice.

Kevin has also spent more than two decades in dental journalism, working as the editor-in-chief for DrBicuspid.com, the group editorial director for Dental Products Report, and managing editor for Dental Economics.

He has spoken internationally about teamwork and building the ideal dental practice.

### Partial list of past speaking engagements

- ◇ Academy of Dental Management Consultants
- ◇ American Association of Dental Office Managers
- ◇ American Dental Association Annual Meeting
- ◇ Buffalo Niagara Dental Meeting
- ◇ Charter Oak (Connecticut State) Dental Meeting
- ◇ Chicago Midwinter Meeting
- ◇ Greater New York Dental Meeting
- ◇ Mid-Continent Dental Congress
- ◇ Oregon Dental Conference
- ◇ Pacific Northwest Dental Conference
- ◇ Rocky Mountain Dental Convention
- ◇ South African Dental Association
- ◇ Speaking Consulting Network
- ◇ Western Regional Dental Convention
- ◇ Yankee Dental Congress