

SEATTLE STUDY CLUB®

*The Art
of the
Smile*

ADMINISTRATIVE TEAM CURRICULUM



COASTAL CAROLINA
DENTAL FORUM

Administrative Team

Allison Lacoursiere, Kirk Behrendt and Debra Nash

Patient Experience Equals Practice Success: How to Create and Manage It

Lecture up to 2 hours / Practice Management and Human Relations, AGD Subject Code 550

A great patient experience—from that first contact to new patient paperwork and post appointment follow-up—is essential to attracting and retaining patients ideal for your practice. It all starts with finding new patients, so we begin with a discussion about best practices for using social media to attract and retain patients. Discussion then moves to creating a seamless process across all patient touchpoints. The importance of leadership, verbal skills and efficient patient handoff will be emphasized. Once a patient, always a patient? Not necessarily, so the discussion concludes with a look at making analytics your friend—using them to identify opportunities, measure expectations, and gauge the effectiveness of your patient connections.

Upon completion of this session, attendees should be able to:

- Understand how to utilize social media to attract and retain patients.
- Use analytics to identify opportunities, measure effectiveness against expectations, and develop a process for improvement.



Allison Lacoursiere has managed practices, coached teams and generated successful marketing programs for more than a decade. Her company, Clear Coaching, works to create success in the dental industry through strategic marketing strategies, coaching practices, and providing Invisalign and Instagram training.

Kirk Behrendt has invested more than 25 years of his professional life optimizing the best systems and practices within the dental industry. He and his company, ACT Dental, have been consistently ranked as one of the top dental consultants for the last eight years by *Dentistry Today*.

Debra Engelhardt-Nash has been in dentistry since the early 1980s and a speaker and consultant for more than 30 years. She has been listed as one of the top 25 women in dentistry and is the 2015 recipient of the Gordon Christensen Outstanding Lecturer Award.

Kirk Behrendt is the CEO of Act Dental, a practice coaching organization. Debra Nash received honorarium from CareCredit. Allison Lacoursiere does not have any current or past affiliations to disclose. Program supported by CareCredit.

Administrative Team

Katherine Eitel Belt, CSP, Geri Michele Gottlieb
and Kay Huff, RDA

Success Begins and Ends with Amazing Patient Connections

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A visit always starts with a connection, whether the patient is new or existing. That experience needs to be received as warm, caring and welcoming. One way to accomplish this is by building your schedule with less stress. Seek quality over quantity, and make your patients raving fans. Knowing your numbers allows you to grow together as a team, learn how to improve, and celebrate success when you hit your target.

Upon completion of this session, attendees should be able to:

- Maximize connection through the patient experience.
- Understand how to schedule in a way that allows time for patient connection.
- Clarify what needs to be measured to ensure a great patient experience and profitability.



International speaker, author and coach, Katherine Eitel Belt is best known for helping professionals develop courageous, unscripted conversations with clients, co-workers and audiences. Whether communicating from a treatment room, boardroom or stage, her clients love her simple yet powerful formulas for delivering messages with clarity, courage and inspiration.

Geri Gottlieb draws on more than 30 years in the dental industry, including hands-on experience in practice management, patient relations and administration, to fortify practices with organizational health and team and leadership development.

Kay Huff puts decades of hard-earned experience to work and has proudly been the driving force for hundreds of practices to reach and exceed their professional goals. As Benco's practice solutions ambassador, Ms Huff is passionate about her work and carries a strong background in dental business systems, team motivation, leadership and practice profitability.

Katherine Eitel is the owner of Katherine Eitel and Associates Inc. Geri Michele Gottlieb and Kay Huff do not have any current or past affiliations to disclose. Program supported by Benco Dental Company.

The Fine Print

Registration

These are virtual and live lecture, demo, and peer discussion programs suitable for all dentists, dental students, and business professionals regardless of prior experience who are members of this study club.

Register by contacting Kayla Anderson.
Email: ambassador@carolinadsc.com
Phone: 910.545.0106

Please call with any cancellations at least 72 hours before the meeting.

Disclaimer

Some information or presentations may include controversial materials or commercial references. Seattle Study Club cautions all course participants that there is potential risk to using limited knowledge when incorporating new techniques and procedures into their practices, especially when the continuing education program has not provided them with supervised clinical experience in the techniques or procedures to ensure that they have attained competence.

Substitutions

This brochure represents the speakers/programs established at the time of publication; however, speaker cancellations occasionally occur for reasons beyond our control. In the event of such an occurrence, speaker/program substitutions may be made without prior notice.

Electronic/Virtual Education

Participant feedback and interchange with instructors will be facilitated through e-mail and live Q&A for all sessions hosted by Seattle Study Club. For recorded sessions, directors will facilitate group discussion with club members.

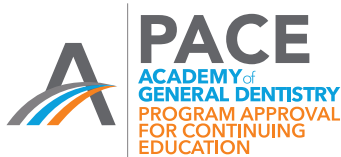
Code of Conduct

We are committed to ensuring a safe and respectful meeting environment that is free of harassment, bullying, or offensive comments and/or behavior toward others. We expect all participants whether attending live or virtual sessions to abide by this Code of Conduct policy on all online platforms, or in venues at a meeting, including ancillary events and official and unofficial social gatherings.

- Exercise consideration and respect in your speech and actions.
- Refrain from demeaning, discriminatory, or harassing behavior and speech.

Up to 4 Credits Available

Of which 0 hours will be submitted by Seattle Study Club Inc. This activity has been planned and implemented in accordance with the standards of the Academy of General Dentistry Program Approval for Continuing Education (AGD PACE) through the joint program provider approval of Seattle Study Club Inc (Nationally Approved) and Coastal Carolina Dental Forum. Seattle Study Club Inc is approved for awarding FAGD/MAGD credit. The current term of Seattle Study Club Inc approval extends from 10/1/2021 to 9/30/2027. Provider ID# 300136



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