



# SPEAKER PACKET

# Create a Team of Sleep Champions: Implement Dental Sleep Medicine in Your Practice

**Wish you could incorporate dental sleep medicine in your practice, but found it challenging to implement and be profitable?**

Many teams struggle to incorporate successful sleep medicine programs. From the billing software to the home sleep test kits, from the implementation timeline to creating appropriate documentation, there are multiple elements that must meld to cultivate a successful, profitable sleep medicine program. *But it does not have to be hard!* Amie Spurlock shines a light on the path to success by sharing proven strategies and a streamlined approach to boost the implementation and application of these services.

Learn the key systems and the role that each team member plays. Determine how to identify and why to designate a Sleep Champion (key sleep coordinator) in your practice. Discuss the importance of pinpointing your strong WHY associated with providing treatment (*hint*: this is of critical importance.) Gain tips and techniques for maximizing insurance billing. Discover internal and external marketing techniques. Utilize the power of Dentrax to improve your workflow efficiencies. Develop a plan for your practice.

Poor sleep increases the risk of severe health problems in our patients. Oral appliance therapy offer practices the opportunity to improve patient health while diversifying services and expanding profit margins. Learn what you need to know and what you need to do to incorporate dental sleep medicine in your practice.

- ✦ Identify your WHY and learn how it can set you apart from the rest
- ✦ Illuminate patient documentation requirements and tips to ensure that claims will pass review
- ✦ Discover a system that utilizes existing software to manage/track patients so that no one is left behind
- ✦ Identify the key characteristics of a stellar Sleep Champion team
- ✦ Understand the role of a sleep study partner in helping to provide medical treatment and how this relationship sets you up for success
- ✦ Explore an accounting/insurance system that reduces receivables and can be implemented immediately
- ✦ Pinpoint the essential documentation required for claim payment and compliance
- ✦ Examine time management strategies that set your team up for success
- ✦ Work smarter, not harder! Customize your practice management software to help improve the workflow and increase efficiency



**Amie Spurlock**

918.639.1008 • [info@AmieSpurlock.com](mailto:info@AmieSpurlock.com) • [AmieSpurlock.com](http://AmieSpurlock.com)

**SUGGESTED FORMAT:**  
Full Day; Lecture, Workshop

**SUGGESTED AUDIENCE:**  
Dentist and Full Team

# Amie Spurlock



Oral appliance therapy improves patients' overall health and lives. However, many practices struggle to efficiently and effectively incorporate dental sleep medicine into their practices.

Amie Spurlock is passionate about coaching teams to become strong, self-directed leaders and dental sleep champions. She helps practices integrate sleep medicine systems and strategies and has witnessed many lives positively changed through this treatment.

Amie guides teams in system implementation and strategies for predictable success. Her thorough understanding of how each team member can contribute to the success of the practice comes from her 20 years' dental experience in which she has worked nearly every position in the dental practice. Amie believes that the strongest teams are comprised of self-directed leaders. Her programs help team members think and act like an owner and take responsibility for their position on the team.

She enjoys sharing her knowledge with dental professionals at meetings across the country as well as through industry publications. Amie utilizes adult learning techniques to ensure her audiences truly learn and can implement the new knowledge.

Amie is also a Certified Trainer in both Dentrax and Dexis. Through her speaking and coaching programs, Amie helps practices improve efficiencies in their workflow and ultimately the quality of patient care.

## Presentations (Partial Listing)

- Custom Dental Annual Conference
- Dr. Kumar T. Vadivel DDS - Gumcare and Implants
- Innovative Family Dentistry
- Parks Dental Clinic



**Amie Spurlock**  
918.639.1008  
info@AmieSpurlock.com  
AmieSpurlock.com

# Rave Reviews

“Amie is a large part of why I have a thriving Dental Sleep Medicine practice. She helped me create easy-to-use systems and tracking methods to ensure my patients get the treatment they need while maximizing their medical insurance reimbursement. There are so many necessary details from the consultation to the appliance delivery appointment, and Amie's ability to thoughtfully assess each step in the process has made our medical billing model work successfully for my DSM practice. I highly recommend Amie as I know she can help you implement Dental Sleep Medicine systems to take your practice to the next level!” *Angie Nauman, DDS, ABDSM, ASBA Glisten Dental and Sleep Apnea Care*

“Amie is a life saver! She understands how to calibrate the practice to have the team moving together in the right direction and working in harmony. We highly recommend Amie for all of your practice needs!” *Cassie; Office Manager*

“Amie is very knowledgeable and helpful. Your practice will grow and your team will strengthen by working with her!” *Karen*

“Amie is professional, reliable, and knowledgeable. She is exceptional at educating and inspiring all team members - no matter their position in the practice. She would be a huge asset to any practice!” *Amy; RDH*

“Thank you so much. This was one of the most productive training we have ever had and the team thoroughly enjoyed it. We look forward to our partnership.” *Dr. Vadivel*

**Amie Spurlock**  
918.639.1008  
info@AmieSpurlock.com  
AmieSpurlock.com

