

Build A Team That Rocks!

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Laura Hatch has committed years of study to learning how to manage and empower team members. Laura has authored over 200 articles for leading dental publications and websites like The Progressive Dentist, Dental Assisting Digest, Dentaltown, and Dentistry IQ. You can also find her on various forums, bulletins, and dental related message boards. Laura is a Fellow of the American Association of Dental Office Managers, a national and international speaker for dental authorities like AADOM, Patterson, and Mid-Atlantic Dental Society. Laura was also recognized as one of DPR's Top 25 Women in Dentistry for 2016.

To take your practice to the next level, well-defined systems and proper training must be in place. When team members understand the 'why' behind 'what' they are asked to do, the practice runs more efficiently and smoothly. In this course, you will learn the communication skills and procedures that create the ultimate customer service experience for your patients. You also, learn how to handle common scheduling issues - reduce cancellations/no-shows, set production goals, maximize treatment coverage and increase case acceptance. Ultimately experiencing a happier, higher producing team that will improve and master the essential systems to make the practice & the team rock!

Define communication and how to apply the right amount in the dental office both among staff and with patients

- Identify and apply solutions to common appointment scheduling problems
- Differentiate between types of dental appointments, block scheduling and how to schedule for production, including effective monthly goal setting
- Understand the business cycle and the importance of customer service in the dental office
- Learn the key to case acceptance by breaking down and understanding the buying cycle
- Understand team management
- Recognize how to become an active listener
- Utilize business technology appropriately to support functions of the dental front office