

Increase Treatment Acceptance and Get Paid: Communicating Financially

Course Description:

One of the most challenging tasks in the office is making financial arrangements. In fact, more treatment is lost during financial arrangements than any other place in the office. In a perfect world, all patients coming into your practice would choose your preferred comprehensive treatment plan and have the financial resources that allow them to choose that option 100% of the time. It sounds so simple. But is it?

There are times when treatment must be delayed, phased or denied due to the financial constraints of the patient. This is when the finesse of communication is critical: knowing how to discuss treatment and financial options, knowing what is possible for the practice and the patient – and knowing when it is in the best interest of the patient (and the practice) to not proceed with care. This program will cover these scenarios and others and illustrate how to work through them employing thoughtful and thorough methods.

Topics include:

- How to present ideal treatment plans – the right way
- When to utilize visual aids and learning technology
- Cross-training team members to increase their impact
- When to say “No”
- When and how to talk about third-party participation in fees
- How to establish the right atmosphere for treatment discussion and fee presentation
- The power of body language – what does yours say?
- Beginning with the end in mind
- Overcoming objections
- Team roles
- Treatment presentation skills
- Designing financial protocols

“Improving the Patient Experience and Enhancing the Practice Lifestyle”

Dates/Locations:

Tuesday, May 24, 2016

Courtyard Marriott – Alcazar Ballroom
2051 Le Jeune Road
Coral Gables, FL 33134

or

Wednesday, May 25, 2016

Patterson Dental South Florida Branch
1881 W. State Road 84, Suite 107
Fort Lauderdale, FL 33315

or

Thursday, May 26, 2016

St. Lucie Trail Golf Club
Museum of Golf Ballroom
8565 Commerce Center Pkwy
Port St. Lucie, FL 34986

Time:

5:00 p.m. - 6:00 p.m. Registration
6:00 p.m. - 8:45 p.m. Lecture
8:45 p.m. - 9:00 p.m. Q&A Session

Fee:

Complimentary

Credits:

2 hours of credit



Approved PACE Program FAGD/MAGD credit. Approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement. The current term of approval extends from (4/1/2014) to (3/31/2017).
Provider ID# 218678

Disclosure Statement: Patterson Dental distributes products discussed in this seminar. Additional information is available upon request by calling Patterson Dental at 800.873.7683.

Cancellations:

Cancel your reservation 24 hours in advance to avoid a Cancellation Fee of \$30. Please note that if you do not cancel and do not attend, you are still responsible for payment.

Space is limited –

Reserve your seat today!

CONTACT GISSELLA STODDARD TO REGISTER AT 954.717.1200 OR EMAIL GISSELLA.STODDARD@PATTERSONDENTAL.COM TODAY.

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LECTURE SPEAKER



Debra Engelhardt-Nash

Debra Engelhardt-Nash has been in dentistry for more than 30 years. She has presented workshops nationally and internationally for numerous study groups and organizations. She was a contributing editor for *Contemporary Esthetics and Restorative Practice* magazine and an editorial board member for *Contemporary Assisting* magazine and has written for a number of dental publications. She was also an instructor for the Central Piedmont Community College Dental Assisting Program and a guest instructor for Medical College of Georgia School of Dentistry.

Debra has been listed in *Dentistry Today* as a Leader in Continuing Dental Education and Dental Consulting. In 2008, the American Dental Assistants Association awarded her their highest honor – the Distinguished Service Award. She was also honored by in 2014 as one of the Top 25 Women in Dentistry and is the 2015 recipient of the Gordon Christensen Outstanding Lecturer Award.

Speaker subject to change without notice.