

THE TOTAL PACKAGE: A CONTEMPORARY APPROACH TO GROWING YOUR ORTHODONTIC PRACTICE THROUGH A TEAM APPROACH

COURSE DESCRIPTION

This course is designed to give you everything it takes to be successful with invisalign® in your office with best practices from across the country. Each position has an important role and the course will incorporate the full team approach to get the patient to say yes to the treatment. The introduction will teach the team tips and tricks with information the team needs for success. We will then piece all of the information together into a very specific system that takes the patient from sitting in the clinical chair to being financed with the front desk. After introducing the system from start to finish we will then do a team building exercise role-playing and learning how to overcome real life clinical obstacles that we are faced with on a daily basis. We will finish our course by teaching your team how to leverage your current patients for marketing and external marketing with social media.

COURSE OBJECTIVES

- Learn what materials you need to be successful with educating patients
- Tips and tricks to getting patients to say yes to treatment
- Understand the importance of the hygiene-dentist-front desk hand off
- Learn best practices for financing treatment with options
- Establishing the correct verbal skills needed from a team approach
- Understanding great case selection in order to be most profitable
- Learn how to grow orthodontics through marketing and social media from 2015

ELIJAH DESMOND, RDH, BS

Elijah Desmond began his career at age 15 as a motivational speaker to kids of all ages. He went on to graduate from The Ohio State University as a "Guygienist" and moved to Honolulu, Hawaii where he started his first of five dental businesses. Elijah has learned a great deal from his experiences after practicing with and coaching over 300 dental teams nationwide.

In addition to being a highly sought after consultant with Back To The Basics, he speaks in 4-6 cities per month. Elijah has worked with several premier dental companies and has spoke over 100 times for Straumann and invisalign®. Elijah still manages to find time to speak independently throughout the country and is known for having fun-filled, engaging lectures. He provides his audience with tools they can take back to the office and implement right away. He is adamant that a fun atmosphere is essential to learning!



BOOK ELIJAH TODAY!

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