

CREATING THE ULTIMATE TEAM AND PATIENT EXPERIENCE

SESSION DESCRIPTION

A good first impression is critical to both acquiring and maintaining your patients. The patient relationship begins the moment, and even the way you say "Hello" to your patients on the phone. Once the patient arrives at the office, each team member has an integral role in creating a positive experience for the patient. Each team member has strengths, and this course will help you discover each individual's strengths to increase productivity. Does your office have a true prevention program; if so, does it involve your entire team? This course will take you through a step-by-step guide in case presentation, while creating that value proposition for your patient. Lastly, social media and marketing are also great ways to communicate with your patient in 2017. Social media and marketing have become vital to the success of acquiring new patients and also maintaining patient communication. You don't want to miss this comprehensive team course!

SESSION OBJECTIVES

- Develop an exceptional patient experience, resulting in more patient referrals
- Apply your team's strengths to best serve your patients
- Design a case presentation program that helps your patients say yes
- Identify communication and flow that keeps your office consistent
- Understand how the importance of social media and marketing practices can have effective input but also determine how your office is perceived.



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!

1.808.348.6024

elijah@basicdentistry.com