

BUILDING THE SELF-MANAGED TEAM

Systems, Service and Leadership for the 21st Century Practice

When you own a practice, you quickly discover that critical skill gaps inevitably cause some of the biggest headaches in every practice:



- **Communication** skill gaps contribute to emotionally charged situations and create difficult people— *whether they are patients or team members*
- **Leadership** skill gaps contribute to *employee problems* like chronic lateness, underperformance, constant complaining, persistent negativity, and failure to comply
- **Business system** gaps cause multiple problems with scheduling, new patient acquisition and patient retention, financial and performance monitoring
- **Customer service** skill gaps can compound a decade-long trend of declining dental practice revenues in the era of instant social media and public review sites

A clear, structured, fail-safe approach to practice management skills can cure staffing headaches, create a healthy work environment, re-energize the team, and reap huge benefits. Learn proven ways to integrate critical systems, increase revenues, improve patient satisfaction and retention, boost online and word-of-mouth referrals, maximize morale, and minimize miscommunication risks.

Learning Objectives

- Pinpoint the skills and essential qualities of an effective doctor-leader
- Understand critical communication skills for leadership in the 21st century
- Identify ways your dental team can communicate care and warmth to your patients
- Define the elements of an exceptional dental team
- Recognize the minimal components of a first-class professional atmosphere
- Establish strategies for dealing with difficult people, both patients and employees
- Explore patient-centered operational systems which enhance practice profitability and productivity
- Learn proven ways to develop and implement an employee handbook

MIX 'N MATCH

components of this lecture with the following to create your customized presentation!

Scheduling for Success

Work Smarter, Not Harder

Did you know that the #1 reason a patient refers a practice is because they run on schedule? Sandy teaches dental teams how to exceed scheduling goals and capture 20-30% more production everyday. In addition, attendees will learn how to handle no-shows, late arrivers and canceled appointments.

Dealing with Difficult People in a Professional Setting

Don't Let it Ruin Your Day

All dental practices have difficult patients, but dealt with correctly they can turn into your best referrer. This presentation will teach you how to manage difficult patients in your practice, including providing scripts and verbal tools for the team to implement in the practice.

Suggested Attendees: Dentists, Office Managers, Coordinators, Full Team

Suggested Formats: Full or Half Day; Lecture, Workshop, Keynote



SANDY BAIRD, M.B.A.

877-511-4759

SBaird@BairdConcepts.com

www.BairdConcepts.com

