

“Give it to me my way!”

How to prepare your office for the dentally aware consumer.

Synopsis:

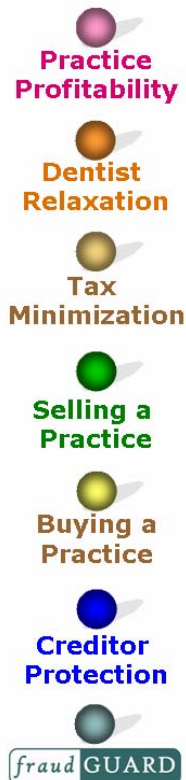
It used to be that meeting the dental expectations of a patient meant managing their pain and providing acceptable dental work. Most offices organized their delivery of services to match these expectations.

Those days are gone.

We live in a world where pain management and quality treatment are taken for granted. The Internet and television are steadily raising the expectations of our dental patients for many aspects of their dental experience. Dentists who fail to orient their practices to meet these heightened expectations will gradually lose patients and revenue.

We will assist you in categorizing your patients into three categories:

- Dentally Aware
- Customer Service Aware
- Other



In this seminar, you will gain an excellent understanding of the changing expectations of Dentally Aware patients, Customer Service Aware patients and Other patients. You will learn how to assess the needs of different types of patients and to fulfill these needs.

You will acquire excellent tools for attracting and retaining the desirable “Dentally Aware” and “Customer Service Aware” patients, and for converting “Other” patients into a higher category.

You will gain an understanding of taking your practice to the next level - where the focus of the practice is not on fulfilling patient expectations but on exceeding those expectations.

Over the next decade, there will be a huge change in how dental offices interact with patients. Can you afford to be left behind?

Delivery Format:

This topic is suggested as a 2 or 3 hour session with a scheduled break. The longer session uses a case study and round table discussion.

Honorarium and Expenses

We request our travel and accommodation expenses are covered (if applicable). We will also accept your standard honorarium paid to non-dentist presenters.

PRESENTERS

William Hiltz BSc MBA CET

Bill is a senior advisor with [prosperident](#) and is also the firm's Chief Privacy Officer.

Bill has over 15 years experience in practice management consulting. Specializing in dental practice start-ups, buy-ins and buy-outs, practice profitability and business advisory services, fraud prevention and fraud investigation, he assists dental practices in ownership transitional processes and consults on structuring associateships and partnerships. Bill serves as an advisory board member for the Order of Privacy Officers and is a speaker and author; particularly in the areas of fraud, security and confidentiality.

Bill holds a diploma in applied technology from the Marine Institute, a Bachelor of Science degree (AdvMaj) in Biology and Masters of Business Administration from Dalhousie. In addition to these degrees, Bill is a Certified Engineering Technologist and holds multiple certifications in applied technology.

A father of four, Bill resides in Halifax with his children, his hygienist wife and family pet, a Yorkshire terrier.

David Harris BComm, MBA, CMA, FICB, CD, CSC, TEP

David is a senior advisor with prosperident, a Halifax-based management consulting firm with clients from across Canada and the US specializing in providing assistance in tax planning, practice transition and dental economics to dentists and dental practices.

In addition to his undergraduate and graduate degrees in business obtained from Dalhousie University, David holds professional designations in accounting, banking, consulting and trust/estate planning.

David is a frequent lecturer in the areas of practice management and financial planning. His articles have appeared in a number of professional journals, including *Oral Health* and *Dental Practice Management*.