



Kentucky Annual Dental Meeting

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Sponsored By:



1. Marketing

3 new ways I can market the practice:

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2. Leadership

Stop The Negativity- End Gossip & Grumbling for GOOD!

- When Confronted With Gossip:
- When Confronted With Complaining:
- When Confronted With Blaming:

3. Communication

Morning Huddle

- What's working?
- How can we improve?

Team Meetings

- What's working?
- How can we improve?

New Patient Phone Sheet (pink)

4. Case Acceptance

Magic Bullet: The more _____ we take,
the more _____ we do.

Levels of Patient Readiness:

- 1.
- 2.
- 3.
- 4.
- 5.

Language of Procedures vs Benefits

Not “braces”:

Not a “dental implant”:

Not a “root canal”:



5. Raving Fans

Ideas to “wow” patients:

6. Create A Profitable Practice

Profit = _____

Ideal Practice Overhead: %

Practice Analysis

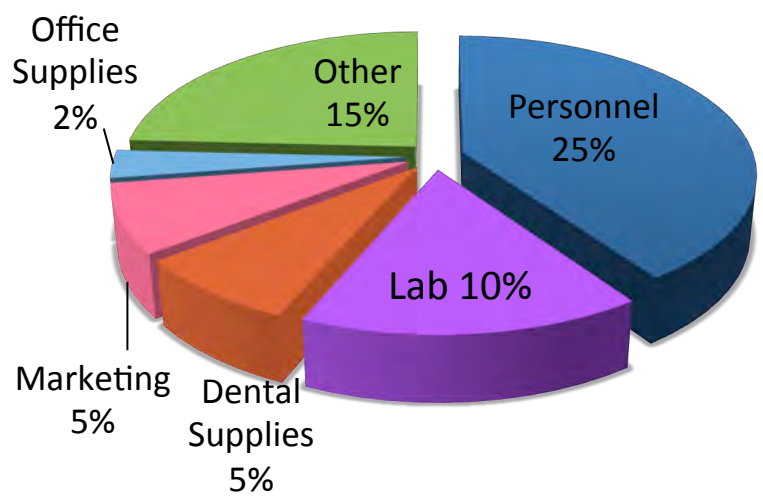
Doctor Production

Hygiene Production

Office Collections

Scheduling Efficiency

Continuing Care Effectiveness



BEST IDEAS PAGE

Create Your Masterpiece



Profitable Practice
Harmonious Team
Delighted Patients