

Sacramento District Dental Society introduces its latest **CE continuum:**

# THE ULTIMATE STAFF

**YEAR TWO: PRESENTED BY VIRGINIA MOORE & DEBBIE CASTAGNA**

## SESSION ONE: SEPTEMBER 26, 2008

### Making Meetings Work

- 4 types of meetings/huddles: preparing for patient care, numbers, training, teamwork
- Roles in meetings
- Staff meeting guidelines
- How to Action Plan — Solutions that strengthen the patient experience

### New Patient Experience

- Telephone etiquette and the Telephone Communication Slip
- The New Patient Welcome Packet
- Greeting and Escorting the New Patient
- Getting to Know the New Patient
- The dental assistant's vital role
- The examination
- Treatment presentation

## SESSION TWO: OCTOBER 10, 2008

### NPE Skills Practice (Role-play)

- Telephone Communication Slip
- Getting to know you

### Perfect Payment Arrangements

- Traits
- Guidelines-Exercise and Homework
- Roles-Exercise
- Prep
- Negotiation — Payment arrangements that allow patients to receive the treatment they need and want
- Paperwork

### Foolproof Appointment Scheduling

- Scheduling Challenges
- Template for Ideal Scheduling — Scheduling to allow for optimal patient care

## SESSION THREE: NOVEMBER 21, 2008

### Perfect Payment Arrangement Skills Practice

- Review Credit Guidelines homework

### Foolproof Appointment Scheduling Skills Practice

- Handling Cancellations, No-Shows & patients who delay treatment

### Remarkable Recare

- Establishing a Recare philosophy
- Establishing Recare protocols
- The 60-minute Recare visit — The must-do's to balance clinical and administrative tasks
- Establishing Recare goals
- Verbal skills for keeping the Recare schedule full

**5-VOLUME  
RESOURCE LIBRARY  
INCLUDED WITH  
REGISTRATION!**

(1 set per doctor & staff)

**VIRGINIA MOORE AND DEBBIE CASTAGNA'S** experience and expertise range from work in private practice to founding their total practice resource company, *The Practice Source*. *The Practice Source* provides dental management consultancy and top-quality dental practice management resources. Virginia and Debbie are popular and highly sought-after speakers, and frequently appear on the platforms of some of the largest dental conventions in the country, including the California Dental Association, the Thomas P. Hinman Meeting and the Yankee Dental Congress.

Between them they have more than 30 years of professional management consulting experience, and are members of the prestigious National Speakers Association and Academy of Dental Management Consultants.

They are co-authors of practice management resource guides *The Doctor as CEO* and *The Ultimate Staff*. They can be contacted at [vmoore@ThePracticeSource.com](mailto:vmoore@ThePracticeSource.com) or [dcastagna@ThePracticeSource.com](mailto:dcastagna@ThePracticeSource.com). To learn more, please visit their website at [www.thepracticesource.com](http://www.thepracticesource.com).

**ONE DOCTOR & ONE  
STAFF ATTEND FOR:**

**\$1680**

**EARLY BIRD PRICE**  
(on or before Aug 1, 2008)

**\$1800**

**REGULAR PRICE**  
(after Aug 1, 2008)

**EACH ADDL STAFF: \$225**

**NON-MEMBER PRICES DOUBLE**

**3 SESSIONS:**

**8:30am–1:30pm**  
**5 hours/CEU each**  
(Category II)

**Location TBA**

(See [www.sdds.org](http://www.sdds.org) for details)

**Friday,  
September 26, 2008**

**Friday,  
October 10, 2008**

**Friday,  
November 21, 2008**

See reverse for registration information

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Name: \_\_\_\_\_ Designation: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Telephone: (\_\_\_\_)\_\_\_\_-\_\_\_\_

Payment Method:  Check  Visa  MasterCard  Bill Me **TOTAL: \$** \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_/\_\_\_\_

Security Code (3-digit number on back of card): \_\_\_\_\_

Billing Address: \_\_\_\_\_

## PLEASE FAX OR MAIL REGISTRATION FORM TO:

Sacramento District Dental Society: 915 28th Street • Sacramento, CA 95816

Phone: 916.446.1227 • Fax: 916.447.3818 • www.sdds.org

## COMING 2009—2010: YEAR ONE — THE DOCTOR AS CEO

**BACK BY POPULAR DEMAND!** Effective management and able leadership are more than just nice 'pipedreams'. They are attainable skills that, once learned, result directly in two bottom line-boosting outcomes: higher profitability and lower stress. Learn how to better manage your practice and more confidently lead your staff in a comprehensive study club atmosphere, with the guidance and support of two of the dental industry's most experienced and respected professionals.

## CANCELLATION POLICY:

Full refund granted less \$25 administration fee, if received in writing by August 1, 2008. NO REFUNDS after August 1, 2008 or for NO SHOWS (including registrations received after this date). Substitutions OK.



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Last year's course,  
*The Doctor as CEO*, provided

## 100% SATISFACTION

"This is the class I should  
have taken 30 years ago!"

Dr. Jim Musser

"This class inspires me to  
do the things I ought to do,  
whether I want to or not!"

Dr. Bev Kodama

"Everything was explained  
clearly. . . I wish I had  
taken this class before I  
opened my practice!"

Dr. Darryl Azouz

"Very informative and very  
much worth the money!"

Dr. Cynthia Russell