

SPEAKER PACKET



Susan Leckowicz, RDH, BS

A Success Plan Tailored for Your Dental Practice





Susan Leckowicz, RDH, BS

CEO Dental Coaches

Susan began her career in dentistry as a dental assistant in her father's practice in CT, and worked over 20 years as a dental hygienist before becoming a dental coach for the past 11 years. As the founder of Dental Coaches, Susan and her team of experts work with dentists across the country to grow their practices. She believes strongly in training team members as patient advocates while helping patients reach a collaborative agreement in getting healthy. She works with staff on communicating the value and benefits that dentistry can provide, helping the patient to fit the care into their budget, and marketing efforts to attract the type of patients who want great dental care.

"A coach is someone who tells you what you don't want to hear, who has you see what you don't want to see, so you can be who you have always known you could be."

Tom Landry

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FREEDOM FROM PPOs

Decrease dependence on PPOs and increase patient experience and practice growth

SYNOPSIS:

Are you frustrated with the amount of money you write off each year due to PPO contracts? Have you ever wished you could be an “unrestricted provider?” Is it getting harder and harder to provide high-quality dental care for your patients, cover your overhead, and compensate both your team and you appropriately?

There IS a better way. Discover how to move away, either partially or fully, from the “preferred provider” lifestyle AND improve your patient experience and increase your profits—so everybody wins!



FORMAT:

Three Hour Lecture

AUDIENCE:

Dentists, office managers, administrators, dental assistants, dental hygienists.

LEARNING OBJECTIVES:

In this course, you will learn how to:

- **Analyze when you're ready to responsibly drop a plan.** Discover a step-by-step, 9- to 12-month protocol to become an out-of-network provider without sabotaging your profits or schedule.
- **Lead your team and patients through an easy transition:** Get your team on board with why you are making these changes and have conversations with patients about the upcoming change that keeps them in the practice.
- **Retain patients after the change:** Learn how to influence patients with financing options and get comfortable talking about money.
- **Remove insurance driven decisions:** Implement a shared system of communication to move patients towards scheduling for optimal care.
- **Attract patients who seek recommended services regardless of insurance:** Develop a marketing plan that moves your practice from insurance dependence to a schedule full of the dentistry you love to do.

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WHY DID THE SCHEDULE BLOW APART, I DIDN'T SEE THAT COMING--IT LOOKED GREAT TWO DAYS AGO?

How to keep both the hygiene and Dr. schedule full.

SYNOPSIS:

Are you frustrated with last minute changes to the schedule and a lack of personal responsibility from your patients. Is it getting hard to communicate the value of dental care? Do you wish it felt less like a "sales" pitch?

Whether it is scheduling a hygiene or doctor appointment your communication skills, connection and practice culture can make a huge difference.

Getting patients committed to their appointments is a team effort.

Discover what I like to call "case agreement" vs. "case acceptance" and how connection and collaboration beats "selling" dentistry every time AND keeps your schedule optimized.



FORMAT:

Three Hour Lecture

AUDIENCE:

Dentists, office managers, administrative team members, hygienists and assistants.

LEARNING OBJECTIVES:

In this course, you will learn how to:

- **Guide your patient conversations:** Become proficient in language skills and systems to create value for the appointment.
- **Future pace a patient with story telling:** Discover how to use the story to me, the story of we and the story of now to get the patient thinking about how great dental care is life changing.
- **Create smooth transitions from front to back:** Learn how each work center can contribute to support each other and the patient in the decision making process.
- **Recognize different communication styles with patients:** Master how to communicate more effectively by using reflective listening skills and learn what patients are really asking.
- **Discover patient willingness to schedule:** Learn how to lean into conversations about money, time and ways to follow up with patients.

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TESTIMONIALS

"Information was to the point and very clear. There was useful information that could be implemented in our practice."

"Can be immediately applied for greater results."

"I think your presentation was EXCELLENT. YOU HOLD THE REASON A PRIVATE PRACTICE WILL SURVIVE, and that is PRICELESS! Congratulations! In my opinion, one of the keys of private practice success is making your patients feel connected to your practice, which was one of the emphasized points of your presentation.

The emphasis in your presentation of CONNECTION is vital. To have a connection to your dentist is BETTER THAN DENTAL INSURANCE, as you have a trusted care provider on deck for you if (when) dental needs arise."

May 21, 2019
Dr. Carolyn McGinn

"What a wonderful class. I am the office manager for a dental office and would like to request all the templates. Thank you again for the wonderful presentation."

Heather Albanese
May 10, 2019

"The course was excellent, Susan gave a very intellectual presentation that had a lot of valuable tidbits. She gave ways to improve first contact either on the phone or in person, have smoother transitions between Dr. and hygienist or assistant and from the clinical team to the administrative team and how to have better conversations about money with patients. She gave ideas on how to create better connections with patients that leads to a better schedule. She taught us things that are not taught in dental school and are so valuable as a business owner. We are successful when are patients are successful."

Dr. Zane Broome

"Susan did a great job, she was engaging with the audience. As a professional speaker myself I thought she broke the material down into five easy steps—I learned a tremendous amount in terms of Case Agreement—a new term for me, that I like. The biggest take away for me was taking the time to listen to your patients and take your time with presenting treatment. Anyone who wants to hire Susan as a speaker will be happy they did."

Dr. Len Tau

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