



SCHWARTZ

C O N S U L T I N G G R O U P

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Introduction

Kelly Schwartz of Schwartz Consulting Group, Inc., is today's standard for in-office practice management. A business graduate of Ferris State University, Mr. Schwartz worked with a "Fortune 500 Company" for almost a decade, where he developed skills and ideas to customize a training program which is now utilized by many dental professionals across the country. Having worked with over three hundred dental offices nationwide over the past fifteen years, Mr. Schwartz offers a diverse, comprehensive and customized coaching program that is guaranteed to get results. Mr. Schwartz's vast knowledge and hands on experience makes him uniquely qualified to share his knowledge with the dental profession.

Mr. Schwartz's presentations have included programs at such prestigious meetings as:

- University of North Carolina at Chapel Hill School of Dentistry
- Ohio State University Post College Assembly
- Michigan Dental Association
- Indiana University School of Dentistry
- Resort District Dental Society
- Chicago Midwinter Table Clinics
- Dr. Charles Blair & Associates, Inc., Seminar Series
- Paterson Dental Seminar Series
- American Academy of Dental CPA's
- USDGA Palm Springs, California and Phoenix, Arizona
- South Central District Dental Hygienists Society
- Complete List and References Upon Request

Topic One: TODAY'S REALITY SHOWS AND WHAT YOU CAN LEARN FROM THEM

Today's reality shows are often viewed as a mindless way to pass the time, but if you pay close attention to the underlying concept, there are many important qualities that can be applied to the practice of dentistry! Both Doctors and Staff participate in this engaging program which is fun and informative.

Objectives: Learn key strategies from today's top reality shows that will help the Doctor and Staff stay on top of their game.

Target: Appropriate for Doctor(s) and Staff Members.

Topic Two: DENTAL BUSINESS SYSTEMS: 101

Participate in an informative seminar that will explain the most common dental business systems. Mr. Schwartz highlights the key roles in case acceptance and the inevitability of long term success in your dental practice.

Objectives: To create a better understanding of office systems, such as:

1. Recall
2. Financial Arrangements
3. Delayed Treatment
4. Cancellations and No Show Reduction
5. Reducing Accounts Receivable
6. Scheduling for Success

Target: Appropriate for Doctor(s) and Staff Members.

Topic Three: TOTAL PATIENT SATISFACTION: THE KEY TO SUCCESS

To achieve total patient satisfaction, dental teams must communicate. Patients must understand why they are there, what they need, and how to acquire it. Participants will master specific dialogue and common sense tactics to reach the desired outcome, total patient satisfaction!

Objective: To teach the Doctor and Staff tested methods of patient communication to maximize patient education, patient rapport, and ultimately, case acceptance.

Target: Appropriate for Doctor(s) and Staff Members.

Topic Four: FOUR LESSONS YOU CAN LEARN FROM A GOLFER

Sports offer great templates for success. Today's Doctor shares many of the same challenges as the avid golfer. Both require preparation, patience, optimism, and consistency. Learn how the game of golf can teach Doctors and Staff tools for success in the dental industry.

Objective: Learn how today's dentists can learn keys to a successful practice from the game of Golf.

Target: Appropriate for Doctor(s) and Staff Members.