

Never Market Your Practice Again!

How to Build an Experience Where the Patients Do Your Marketing for You!

Are you looking for a unique way to increase patient satisfaction, drive new patients to your office, and improve your online reputation, without blowing your marketing budget? Then this presentation is for you!

In her fun and interactive presentation, Kate Reid, delivers the blueprint for creating an ideal patient experience *online*, along with a strategic plan for elevating the patient experience when the patient is *onsite*.

The Online Experience

Research conducted by Vanguard Communications found 96% of negative online reviews cited poor communication, disorganization, and long wait times as the reason for their low rating.

Why does that study matter? Patients are looking online to find dental professionals that provide not only the services they need, but also the experience they desire. Based on their interaction with your practice's website and online reputation, patients are developing an opinion about your ability to deliver first-class onsite experiences, without you even knowing it! For that reason, your online presence and reputation must quickly connect with patients and showcase why they should pick your practice!

The Onsite Experience

That is just the beginning. Successful conversion of a skeptical patient into a life-long practice advocate hinges on a patient's experience with the doctor, with the team, and within the office environment itself. Delivering first-class onsite experiences stems from intentionally creating a culture of teamwork, implementing systems and processes that foster patient-centered care, while establishing a solid foundation of effective communication with every member of the patient-care team.

Course Objectives

- Define "patient-centered care" in the digital age.
- Discover the two experiences that are most important to the patient.
- Examine the critical nature of effective communication between all members of the care team.
- Discover the messaging your website conveys to future patients.
- Learn a strategy for boosting the quality and quantity of online reviews for your practice.
- Develop an action plan for regularly evaluating the onsite and online patient experience.



Target Audience

Doctors, Managers, Team Members

Recommended Format

Full or Parital Day, Lecture



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WOW! Your Patients Every Time

The Science Behind Delivering Exceptional Customer Service

Looking to gain a competitive advantage in your market? Start with customer service training for your team!

The average American tells 15 people when they've had a poor customer service experience.

American Express

Worldwide, 96% of consumers say customer service influences their loyalty to a brand.

Microsoft

89% of consumers have switched to doing business with a competitor following a poor customer service experience.

Harris Interactive

Research proving the importance of customer service is extensive. Hoping your team knows how to WOW! patients with their customer service is not a long-term strategy for success! Practices must take an active role in identifying the customer service skills they expect their team to deliver and provide regular training to ensure the service is consistent among all team members.

Competition in the dental space is more prevalent than ever. In this fun and actionable presentation, Kate Reid shares a 3-step process to delivering exceptional customer service with every patient, every time. Attendees return to their office with the tools necessary to evaluate the service their patients are receiving and tips for turning negative experiences around.

When a practice consistently delivers exceptional customer service, that is the greatest competitive advantage that a practice can have!

Course Objectives

- Define "patient-centered care" in the digital age.
- Map the patient experience and identify the opportunities for delivering exceptional service.
- Identify and explore the customer service skills needed to WOW! your patients.
- Learn a new tool for leveraging patient feedback into future positive experiences.

Target Audience

Doctors, Managers, Team Members

Recommended Format

Full or Parital Day, Lecture or Workshop



THE PATIENT-CENTERED
PRACTICE™



Kate Reid



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A 360° Review of Effective Communication

Improve Teamwork, Overcome Team Dynamics!

Have you ever wondered why some team members work well with one another, while others just don't? Drama, conflict, and tension among team members may exist in some practices, but it doesn't have to exist in your practice!

A 360° Review of Effective Communication utilizes DiSC® personality assessments to assist with developing the foundational communication skills for every member of your team. In her fun and interactive workshop, Kate Reid, takes a deep dive into what drives success for each personality within their position. Upon completion of this workshop, team members will be empowered to return to their office with the skills needed to create meaningful and engaging interactions with patients and between team members.

Past attendees report that improving their communication skills has reduced intra-office drama and conflict, in addition to healthy improvements in team collaboration, engagement, and the overall quality of the work environment.

Course Objectives

- Identify and learn about your personal style and the priorities, motivators, and stressors that drive you in the workplace.
- Explore the key characteristics of each style and how you react to styles other than your own.
- Learn how to spot similarities and differences among the personal styles.
- Identify the link between communication styles that work for you and those that challenge you.
- Develop a strategy to increase effectiveness between different personalities in the workplace.



Target Audience

Doctors, Managers, Team Members

Recommended Format

Half-day or Full-day, Workshop



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Be the Disruption in Dentistry!

How to Create a Patient-Centered Practice™ in the Experience Economy

Patient centricity is not just about offering great customer service. It also means delivering first-class experiences *online* and continues through providing superior experiences *onsite*. *It's a strategy that puts your patients first, and at the core of your business.*

In her flagship presentation, Kate Reid explores the Patient-Centered Practice™ (PCP) as an underlying philosophy that dental practices must adopt in order to create the experiences patients are looking for today.

The PCP model is built on seven foundational elements:

- **Leadership** Commitment to steering the practice in a patient-centric direction.
- **Vision, Mission & Core Values** Establishment and communication of the practice's guiding tenets.
- **Environment** Evaluation and improvement of the physical office environment.
- **Technology** Integration of patient-centric technology.
- **Communication** Adoption of patient-centered communication protocols.
- **Measurement & Feedback** Request for patient feedback for evaluation of the patient experience.
- **Team Engagement & Training** Fostering a culture of support and professional development of team members.

This presentation gives a high-level overview of what it takes to transform to a PCP model and establishes what success looks like when each of the seven foundational elements are fully deployed in the practice. Successful integration of the foundational elements results in high-performing teams that thrive in healthier practices and naturally provide superior patient experiences.

Course Objectives

- Define Patient-Centric Practice™ (PCP) in the digital age.
- Recognize why transformation to a PCP model is critical for long term success.
- Explore the seven foundational elements of a PCP.
- Learn a tool for evaluating the level of patient centricity your practice is currently delivering.
- Develop an action plan for determining changes needed to become more patient-centric.



Target Audience

Doctors, Managers, Team Members

Recommended Format

Full or Parital Day, Lecture or Workshop



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