DENTAL OFFICE MANAGEMENT
6 BOOT CAMPS FOR YOUR CLINIC'S SUCCESS

$549+HST
per boot camp

These Boot Camps are relevant to Office Managers, Owners, Dentists, Hygienists, Potential Owners, Potential Office Managers, and all Team members who wish to understand Dental Office Management better.

Tala Batarseh
Dental Practice Consultant

2025

Boot Camp #1: 29th March (Webinar)
Management in the Dental Office

Boot Camp #2: 26th April (Webinar)
Communication

Boot Camp #3: 24th May (Webinar)
VIP Patient Experience

Boot Camp #4: 7th June (Webinar)
Human Resources

Boot Camp #5: 28th June (Webinar)
Technology Today

Boot Camp #6: 5th July (Webinar)
Sales in a Dental Setting

CE: 6 CE Credits per Boot Camp

AGD Subject Code: 550

Time: July 5 - 9:00am - 3:00pm

SCAN ME
to register

Tala Batarseh
Dental Practice Consultant

Tala is the founder, owner and operator of DenTala. Graduate of York University with a Bachelor of Business Administration and a Certificate of Management, Tala has over 15 years of experience in the dental industry. She has achieved a Certificate of Dental Practice Management from the University of Toronto, accompanied with multiple CE courses in Sales, Treatment Coordination, Executive and Leadership Training. Additionally, she has successfully completed trainings at the University of Toronto for the new IPAC standards. Tala has integrated her theoretical expertise, and industry experience toward helping many dental practices achieve success in their business. Passionate and driven, Tala continues to partner up with dentists opening new practices, or desiring more success out of their existing businesses to help them achieve levels of success beyond their expectation.

Boot Camps Schedule

Boot Camp #1 - Management in the Dental Office

29th March (WEBINAR)

1. **Understand and Apply Different Management Styles**

   - Overview of payment plans
   - Recognize various management styles and their impact on team performance and office culture.
   - Adapt leadership approaches to suit the needs of different situations, teams, and patients.

2. **Manage Diverse Personalities**

   - Develop strategies for effectively managing different personality types within the team and among patients.
   - Foster positive working relationships by understanding team dynamics and patient expectations.

3. **Strengthen Leadership Skills**

   - Cultivate leadership qualities that inspire trust, respect, and motivation in the dental office.
   - Lead by example to create a culture of excellence, teamwork, and high-quality patient care.

4. *Schedule Management / Create and Manage Production Goals*

- Understand how to set realistic and measurable production goals for the dental office.
- Learn how to break down production goals into daily, weekly, and monthly targets.
- Develop strategies to track progress toward production goals and adjust scheduling practices to meet or exceed targets.

5. *Set and Achieve Case Acceptance Goals*

- Learn how to create specific, achievable case acceptance goals for the team.
- Develop methods to track case acceptance rates, identify bottlenecks in the treatment planning process, and improve the likelihood of patient buy-in.
- Equip the team with effective communication techniques to increase case acceptance and ensure patients understand the value of recommended treatments.

6. *Establish Re-Appointment Goals for Treatment and Hygiene*

- Understand the importance of re-appointments in maintaining patient retention and maximizing office revenue.
- Develop goals to improve re-appointment rates for both treatment and hygiene visits.
- Implement strategies for encouraging patients to book follow-up appointments at the time of their visit, improving retention and scheduling efficiency.

Boot Camp #2 - Communication

26ᵗʰ April (WEBINAR)

1. *Chart Audits (in depth) Perform Regular Chart Audits for Accuracy*

- Understand how conducting regular chart audits helps ensure that treatment plans, diagnoses, and follow-up care are properly documented.

2. *Understand the Purpose and Benefits of Morning Huddles*

- Recognize the Value of Morning Huddles
- Understand how morning huddles can improve team communication, collaboration, and morale.
- Learn how huddles help identify potential challenges for the day, reduce stress, and ensure the team is prepared to meet patient needs.
- Recognize the impact of morning huddles on patient experience, operational efficiency, and overall practice success.

3. **Improve Dentist/Manager Communication**

- Strengthen communication between the dentist and the office manager to enhance workflow, resolve conflicts, and align on practice goals.
- Learn how to effectively translate the dentist's vision and expectations to the team while ensuring that the practice runs smoothly and efficiently.

4. **Use "Limiting Words" vs. "Empowering Words"**

- Understand the difference between limiting language that can create barriers and empowering language that fosters collaboration, trust, and action.
- Learn how to reframe conversations to encourage positive patient outcomes and team engagement, promoting a more positive environment in the practice.

5. **Understand the Hygiene Department: Care and Numbers**

- Gain a comprehensive understanding of the key functions and responsibilities within the hygiene department.
- Learn how to manage both the clinical care provided by hygienists and the department's financial performance, including production, collections, and key performance indicators (KPIs).
- Understand how to analyze hygiene department numbers to identify areas for improvement and growth.
- Align Hygiene Department Expectations with Regulatory Standards
- Understand the hygiene department's expectations for production and performance, in accordance with the standards set by the RCDSO (Royal College of Dental Surgeons of Ontario), ODA (Ontario Dental Association), and CDHO (College of Dental Hygienists of Ontario).
- Learn how to ensure compliance with regulatory requirements related to hygiene care, patient documentation, and treatment protocols.
- Understand how these regulatory standards impact the overall success of the hygiene department and how to manage them effectively.
- Improve Hygiene Retention and Hygiene case acceptance
- Why is Hygiene important and how to grow it in your practice

6. **Treatment Coordination and Case Acceptance**

- Effectively Explain Dental Procedures to Patients
- Learn how to clearly and confidently explain dental procedures to patients, ensuring they understand the benefits, steps involved, and expected outcomes
- Develop skills for answering common patient questions and addressing concerns in a way that builds trust and confidence in the recommended treatment.

7. **Measure and Analyze Case Acceptance Success**

- Learn how to track and measure case acceptance rates effectively to assess the success of treatment presentations.
- Develop systems for evaluating key performance indicators (KPIs) related to case

- acceptance, such as conversion rates, treatment plan follow-through, and patient satisfaction.
- Use Role Play to Improve Case Presentation Skills
- Engage in role-playing exercises to practice and refine treatment coordination and case acceptance techniques.
- Learn how to handle various patient scenarios and objections through role-playing, improving confidence and effectiveness in real-world situations.
- Tailor scripts to different procedures (e.g., restorative, cosmetic, orthodontic) and patient types, ensuring clarity and focus during the presentation.
- Manage Unscheduled Treatment Plans Effectively

Boot Camp #3 - VIP Patient Experience

24th May (WEBINAR)

1. Master Phone Communication to Enhance the Patient Experience

- Learn how to manage phone calls with professionalism and empathy, setting a positive tone for the patient's entire experience with the practice.
- Develop strategies to handle a variety of phone situations, including appointment scheduling, inquiries, and emergency calls, ensuring patients feel respected and understood.

2. Handle Emergency Patient Experiences with Compassion and Efficiency

- Learn how to manage emergency situations with a calm and reassuring approach, ensuring patients feel supported during times of stress.
- Develop systems for quickly assessing the urgency of an emergency, managing patient expectations, and coordinating immediate care to minimize anxiety.

3. Perfect the Check-Out Process to Leave a Lasting Positive Impression

- Learn how to manage the check-out process with efficiency, courtesy, and professionalism, ensuring a smooth transition from the treatment room to leaving the office.

4. Provide a Stellar New Patient Experience

- Create a welcoming and positive experience for new patients from the moment they make their first appointment.
- Learn how to guide new patients through their first visit, explain office policies and procedures, and ensure they feel confident in choosing your practice for their ongoing dental care.

Marketing and Advertising

5. ***Implement Effective External Marketing Strategies***

    - Learn how to create and execute external marketing campaigns to attract new patients, including print advertising, community outreach, referral programs, and partnerships with local businesses.
    - Develop strategies for positioning the practice as a trusted provider in the community and reaching potential patients through targeted advertising channels.

6. ***Leverage Internal Marketing to Boost Patient Retention***

    - Understand the importance of internal marketing in creating a positive patient experience and encouraging repeat visits.
    - Learn how to use patient education materials, loyalty programs, referral incentives, and in-office promotions to engage current patients and encourage them to refer others.
    - Develop strategies for positioning the practice as a trusted provider in the community and reaching potential patients through targeted advertising channels.

7. ***Manage and Optimize Google Reviews for Online Reputation***

    - Learn how to solicit positive reviews from satisfied patients and how to manage the practice's Google Reviews profile to enhance its online reputation.
    - Understand best practices for responding to both positive and negative reviews in a professional and timely manner to maintain a strong online presence.

8. ***Utilize Social Media to Engage and Attract New Patients***

    - Develop strategies for using social media platforms (e.g., Facebook, Instagram, LinkedIn) to engage with existing patients, attract new patients, and promote the practice's services.
    - Learn how to create compelling content, run paid social media ads, and track social media metrics to measure the effectiveness of campaigns and adjust strategies as needed.

Boot Camp #4 - Human Resources

7th June (WEBINAR)

1. ***Manage Recruitment Processes Effectively***

    - Learn how to develop effective recruitment strategies to attract and hire the right talent for the dental practice.

- Understand how to create compelling job postings, screen candidates, conduct interviews, and evaluate qualifications to select the best candidates for various roles.

2. *Onboard New Employees Seamlessly*

- Understand the importance of a well-structured onboarding process to ensure new hires integrate smoothly into the practice.
- Learn how to set expectations, provide training, and introduce new employees to the practice's culture, policies, and procedures from day one.

3. *Develop and Manage Contracts and Job Descriptions*

- Learn how to create clear and comprehensive job descriptions for each role within the practice, outlining responsibilities, expectations, and required qualifications.
- Understand the importance of employee contracts, including compensation, benefits, and
- Legal compliance, and learn how to draft or review these documents.

4. *Conduct Effective Performance Evaluations*

- Learn how to conduct fair, objective, and motivating performance evaluations that align with the practice's goals and the employee's career development.
- Understand how to provide feedback that is actionable, balanced, and supportive, encouraging employee growth while addressing areas for improvement.

Understanding Financial Reports

5. *Daily Reports*

- Definition and importance of daily financial reports (patient visits, revenue, cancellations, collections).
- Key components: production, collections, cancellations, treatment acceptance rates.
- How to generate and interpret daily reports.
- Using daily reports to adjust staffing, scheduling, and follow-up actions.

6. *Monthly Reports*

- Overview of monthly financial reports, including revenue, expenses, and outstanding balances.
- Understanding Profit and Loss (P&L) statements.
- Key performance indicators (KPIs) to track monthly.
- Analyzing trends, comparing months, and identifying variances.
- Using monthly data for strategic decision-making.

7. *Understanding Your Reports*

- Basic financial terms: revenue, expenses, profit margin, overhead, cash flow.

- How to analyze financial data to spot red flags or opportunities for improvement.
- Identifying areas for cost-cutting and resource optimization.
- Balancing clinical goals with financial performance.

8. *Collections Protocol*

- Effective strategies for collecting overdue payments.
- Setting clear policies for payment deadlines and communication.
- How to approach patients with past-due balances—communication tips for staff.

9. *Payment Plans and Financial Agreements*

- Overview of payment plans as an option for patients unable to pay upfront.
- Key elements of payment plans: terms, interest rates, repayment schedules.
- Setting up and managing payment plans in practice management software.
- Financial impact and risks of offering payment plans.
- Enforcing payment plan agreements and monitoring patient compliance.
- Importance of clear financial agreements with patients.
- Key components of a financial agreement: terms, patient obligations, insurance coordination.
- How to draft, present, and review financial agreements with patients.
- Handling Refunds and Overpayment
- Different policies for insurance vs. self-pay patients.
- Addressing challenges in collecting insurance copayments.
- How to process refunds while maintaining good customer relations.

10. *Cost of Operation*

- Understanding the Cost of Operating a Dental Practice
- Calculating the practice's break-even point.
- Tracking and managing overhead costs to improve profitability.
- Cost reduction strategies without compromising quality of care

Boot Camp #5 - Technology Today

28th June (WEBINAR)

1. *Technology Today*

- Explain the impact of digital technologies on patient care, office efficiency, and overall practice management.
- Identify emerging dental technologies and their potential benefits in diagnosing, treating, and managing dental conditions.

- Integrate Imaging Technologies in Diagnosis and Treatment Planning
- Implement Practice Management Software and Scheduling Systems
- Understand how practice management software streamlines administrative tasks such as scheduling, billing, and patient communication.
- Learn how to use digital scheduling systems to optimize appointment management and reduce no-shows.
- Explore the Use of Artificial Intelligence (AI) in Diagnosis
- Gain an understanding of how AI is being applied in dental diagnostics, including image analysis, pattern recognition, and predictive analytics..

2. *Creating protocols and processes in the office*

- Understand the Importance of Protocols in Dental Practice: Define and explain why standardized protocols are essential for consistency, patient safety, and operational efficiency in a dental office.
- Identify Key Areas Requiring Protocols: Recognize which areas of a dental office need standardized processes, such as patient intake, sterilization, billing, and emergency procedures.
- Develop Clear and Concise Protocols: Learn how to create step-by-step protocols that are easy to understand and follow, ensuring clarity for all team members.
- Incorporate Patient-Centric Practices: Design protocols that prioritize patient comfort, safety, and satisfaction, ensuring a positive experience at each stage of their visit.
- Engage the Dental Team in Protocol Development: Practice methods to involve team members in creating and refining protocols, fostering a sense of ownership and accountability.
- Implement Effective Training on New Protocols: Develop a training plan to ensure all team members understand and can consistently apply the protocols.
- Establish Metrics for Protocol Effectiveness: Learn how to measure the effectiveness of protocols in terms of patient satisfaction, operational efficiency, and compliance rates.
- Create a Process for Updating Protocols: Develop a system for regularly reviewing and updating protocols to keep them aligned with current best practices, technology, and regulations.
- Prepare for Protocol Audits and Assessments: Understand how to conduct internal audits and assessments to ensure protocols are consistently followed and identify areas for improvement.
- Build a Culture of Accountability and Continuous Improvement: Foster a culture in the dental office where team members are accountable for following protocols and are encouraged to contribute ideas for process improvements.

3. *Change implementation*

- Understand the Basics of Change Management: Define and explain key principles of change management and its importance in dental practice settings.

- Identify Common Challenges in Dental Practice Changes: Recognize typical obstacles faced when implementing changes in a dental practice, such as staff resistance, patient concerns, and operational disruptions.
- Analyze the Need for Change in Dental Practices: Assess the reasons for change in a dental setting, including regulatory updates, technological advancements, and patient expectations.
- Develop a Change Management Plan: Create a structured plan for implementing change in a dental practice, with clear objectives, timelines, and accountability measures.
- Communicate Effectively with the Dental Team: Practice effective communication strategies to convey the purpose, benefits, and steps of change initiatives to team members.
- Engage and Empower Staff in the Change Process: Learn techniques to involve dental team members in the change process, fostering a sense of ownership and collaboration.
- Address Resistance to Change: Identify strategies to manage resistance, resolve conflicts, and support team members through the transition.
- Implement Patient-Centric Changes: Design changes that consider and enhance the patient experience, ensuring a smooth transition that maintains patient satisfaction and trust.
- Evaluate Change Effectiveness: Develop metrics to measure the success of change initiatives, including staff engagement, patient feedback, and operational improvements.
- Sustain Long-Term Change in the Practice: Learn strategies for reinforcing and sustaining changes over time, creating a culture of adaptability within the dental team.

Boot Camp #6 - Sales in a Dental Setting

5th July (WEBINAR)

1. *Sales in a Dental Setting*

- Understand the Fundamentals of Sales in Healthcare setting: Define and explain the role of sales in a dental setting, including key principles of ethical selling in healthcare.
- Identify Dental Products and Services: Describe common dental products, treatments, and services and how they address patients' needs and preferences.
- Build Rapport and Trust with Patients: Develop skills for effective communication to build trust and rapport with patients, facilitating open discussions about dental care options.

- Practice Ethical Selling Techniques: Learn and apply ethical sales techniques tailored to a dental setting, ensuring patients feel respected and informed in making care decisions.
- Overcome Common Objections: Identify common patient concerns or objections and practice techniques to address and overcome them in a respectful manner.
- Close Sales in a Patient-Centric Way: Learn strategies to guide patients toward making informed decisions, emphasizing the value of oral health and patient satisfaction.
- Understand Legal and Ethical Considerations: Recognize the legal and ethical considerations specific to sales in dental practices, including privacy and informed consent.
- Implement Effective Follow-up Techniques: Design a process for effective follow-ups with patients to ensure satisfaction, retention, and referrals.
- Track and Evaluate Sales Performance: Learn methods to assess sales performance in a dental setting, using metrics that reflect both financial and patient-centered outcomes.

2. *Yearly strategy building- Growth plan*

- Understand Strategic Planning Fundamentals: Define and explain the key elements of a strategic growth plan and its importance for a dental practice's success and sustainability.
- Analyze Current Practice Performance: Learn techniques for assessing the practice's current performance in terms of patient volume, revenue, operational efficiency, and patient satisfaction.
- Identify Key Growth Opportunities: Evaluate potential areas for growth in a dental practice, including patient retention, new patient acquisition, expanded services, and community outreach.
- Set SMART Goals for Practice Growth: Create Specific, Measurable, Achievable, Relevant, and Time-bound (SMART) goals to guide the practice's growth over the upcoming year.
- Develop Patient-Centric Growth Strategies: Design strategies that prioritize patient experience and satisfaction, building a loyal patient base while attracting new patients.
- Plan for Staffing and Resource Needs: Identify and plan for the staffing and resource requirements necessary to support growth initiatives, ensuring high-quality care as the practice expands.
- Implement Metrics for Tracking Success: Establish performance metrics to monitor the effectiveness of growth strategies, such as patient retention rates, revenue, and patient feedback.
- Create an Adaptable Growth Framework: Develop a framework that allows for flexibility and adaptation, enabling the practice to respond to changes in the industry, patient demographics, or competitive landscape.
- Prepare for Potential Challenges and Risks: Identify potential obstacles to growth and develop contingency plans to address them effectively

Dental Office Management - 6 Boot Camps

$549 + HST (per boot camp)

2025: 29th March, 26th April, 24th May, 7th June, 28th June, 5th July

To Register

Online visit: www.palmerimediagroup.com/ce4gps

Fax Form to: (905) 489-1971

Email Form to: events@palmeripublishing.com / seminars@palmeripublishing.com

Mail Form to: Palmeri Publishing Inc.

35-145 Royal Crest Court, Markham ON L3R 9Z4

Call: (905) 489-1970 ext. 206/207 or 1-866-581-8949 ext. 206/207

First Name : Dr._____

Last Name : _____

Company : _____

Address : _____

City : _____State/Prov :_____Zip/Postal Code : _____

Phone :_____Cell :_____Fax:_____

Email : _____

Please note that by giving us your email, you are giving Palmeri Publishing Inc. permission to send you emails/CEM's. We respect your privacy and you can unsubscribe from our emails at anytime.

Are you an AGD Member?   ❍ Yes   ❍ No

Membership # _____

Select all Boot Camps you would like to attend:

❍ #1   ❍ #2   ❍ #3   ❍ #4   ❍ #5   ❍ #6
❍ All Boot Camps at discounted price for $2600+HST

Payment Information :

❍ VISA   ❍ MasterCard   ❍ Amex

Amount Authorized : _____CVV/V no: _____

Card Number : _____Exp. Date_____

Card Holder Name : _____Signature : _____

Cancellation/Refund Policy: Palmeri Media Group (PMG) reserves the right to cancel this course at any time. In such cases a full refund will be provided to each participant. Costs incurred for travel and hotel accommodation remain the responsibility of each participant. This program is approved by the Academy of General Dentistry and PACE (program provider: Toronto Implant Academy). PMG does not necessarily support or condone all the information that is presented in this program. PMG reserves the right to limit registration and to change the course location. To cancel or transfer a place on the course, participants must apply in writing or email and comply with the transfer process where applicable.

Cancellation/Refund Prior to Course Date:
91 days and over: Refund less $200.00 admin fee.
31 – 90 days :   No refunds. One-time transfer to another course without penalty or admin fee
                                   (carry over should be to the next available course, or the same course for the following year).
0 – 30 days: No refunds, no transfer option.

❑ **I accept the Cancellation/Refund Policy**