

Testimonials

I wanted to let you know what an impact you made in your time with us. We have a great team, and you made them excited about how they can impact our practice. They talk of how we can set the bar higher than what we have already.

~Tom Whinery, DDS

Shannon is the total package.

She has the experience, the technical knowledge, a great teacher and a great speaker. Not only did my staff learn an amazing amount, they also really enjoyed the in office consulting. I can recommend her to anyone that wants to take their practice to the next level and get their staff refocused.

~Frank Graziano, DDS

Shannon has earned the right to share her knowledge with other assistants who wish to go from GOOD to GREAT. Ms. Pace is one of the most talented dental assistants in our profession.

~Linda Miles, Founder

Linda Miles & Associates

To learn more about getting the results you need from each member of your staff, please contact us at **1-800-952-2178** or e-mail us at info@TheDawsonAcademy.com.

Contact us now to learn more.

1.800.952.2178

email: info@TheDawsonAcademy.com

www.TheDawsonAcademy.com



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Complete Care In-Office Staff Training

from The Dawson Academy



Predictability
Confidence
Convenience



THE DAWSON ACADEMY
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Create champions in your practice with our Complete Care Staff Training



A well trained staff is a key component to your business success. However, until your staff members take action to implement what you have learned about complete dentistry, 'goals' and 'strategies' are nothing but words. Results come from team members who are enabled and trained to do the right thing at the right moment, which is why we created the Complete Care In-Office Training Program.

Since your ability to acquire and retain patients is vital to your long-term success, you need a commitment from each member of your staff to learn the knowledge, skills, and behaviors for creating the ever-important new patient experience. In addition, we will train them on techniques to re-energize existing patient relationships. Every team member needs skills that help encourage repeat business and referrals, and transform your patients into lifetime advocates, differentiating your office amidst a sea of competitors.



Your staff will learn...

- ▲ An overview of the masticatory system
- ▲ Proper procedure for a new patient consult - including how to convert initial patient phone calls into appointments and how to address any patient concerns
- ▲ An analysis of office systems to ensure both patient and staff member needs are being met in the best manner
- ▲ How to present segmented treatment plans to patients in need of a lightened financial burden
- ▲ How to properly schedule appointments throughout the day to ensure both patient and doctor are provided a sufficient amount of time
- ▲ The need to understand each patient's listening and communication style, allowing your staff to communicate effectively with all patients
- ▲ The skills needed to use a digital camera to shoot a full set of diagnostic digital photographs
- ▲ How to ensure records are kept properly and legally
- ▲ How to conduct team meetings to ensure all staff members are on the same page
- ▲ An emphasis on providing a "patient-first approach" to dentistry by ensuring the entire experience is pleasant from start to finish

Meet your Instructor

Shannon Pace, DA II, a faculty member of The Dawson Academy, is currently the Editor-in-Chief of the Inside Dental Assisting magazine and is also on the editorial board of The Journal of Cosmetic Dentistry. Ms. Pace was named to the American Academy of Cosmetic Dentistry Board of Directors in 2008, making her the first dental assistant elected to the Board. She is an evaluator for Dental Advisor and a consultant for many dental manufacturers.



Ms. Pace is a 1994 graduate of the Dental Assisting Program at Bowman Gray School of Medicine, and currently works with Dr. John Cranham in his private practice in Chesapeake, VA.

Consulting Fees and Information

Fees: 1½-day course: \$3,500 plus travel expenses
2-day course: \$3,995 plus travel expenses

Time: 2-day course:

Thursday – 1:00–5:00 p.m.

(Ms. Pace will observe the practice during this time.)

Friday and Saturday – 8:00 a.m.–4:00 p.m.

(Instruction will take place during this time.)

1½ day-option:

Thursday – 1:00–5:00 p.m.

(Ms. Pace will observe the practice during this time.)

Friday – 8:00 a.m.–4:00 p.m.

(Instruction will take place during this time.)

Saturday – 8:00 a.m.–2:00 p.m.

(Instruction will take place during this time.)

Location: On-site at your practice