

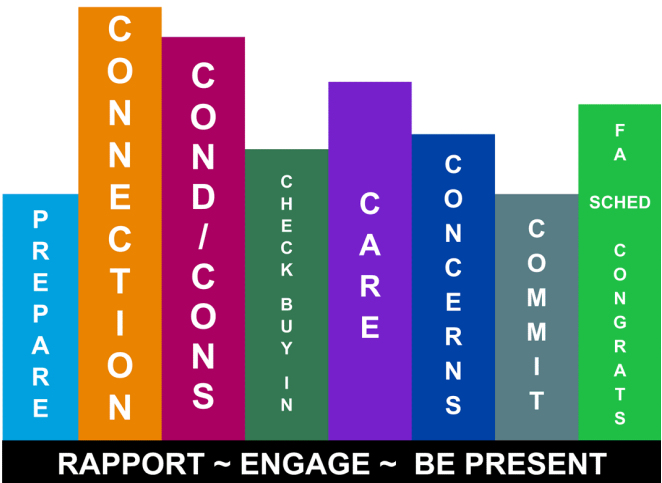


# Treatment Coordinator Roundtable

Take your **Treatment Coordinating** to the **NEXT LEVEL!**

Train in the 8 Step System and achieve a new level of Mastery to serve your patients, your practice and your life.

Join Suzanne Black and her team for a powerful 1.5 day intensive work session to improve your Case Acceptance. You will grow, your practice will grow and your patients will be healthier.



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"I am so happy with the wealth of knowledge. This is by far, the best seminar I have attended. I have used the knowledge in consults, with disgruntled patients and even meetings with the Drs. I am amazed with how much more I heard, how much better my listening was and how effective the conversations were."  
*Kathleen Cruz, Office Manager, Coastal Dentistry Morehead City, NC*

The Treatment Coordinator Roundtable is an advanced course for experienced Communicators. To assure the quality of the course, upon registration, each participant will be interviewed for their experience in Case Presentation and Patient Communication.

*We reserve the right to accept only participants who have the requisite experience.*

All practices will receive an audio recorder to record and submit case presentations to be reviewed by Suzanne and her team prior to the course. You will also have the opportunity to submit two more after the program for critique and coaching.



Approved PACE Program Provide FAGD/MAGD Credit Approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement. ID: 209242 11/1/09 - 12/31/11



**Call Today to Register**  
**1 (800) 710-7273**  
**\$995 US\$ for the first person**  
**\$795 US\$ for each additional person same office**  
**Dr's are welcome (and encouraged) to attend**  
*Coffee & Beverages provided*  
*All meals/refreshments are on your own*

**Trumbull, CT**

**March 31 & April 1, 2011**  
 Thursday-Friday

**Toronto, Ontario**

**June 3 & 4, 2011**  
 Friday-Saturday



# Treatment Coordinator Roundtable Program Summary

**DAY 1** 8am - 5:30pm  
*plus Evening Mixer*

**DAY 2** 8am - 1:30pm  
*Each person will present several case presentations to their roundtable on Day 2.*

## COURSE EXPERIENCE

This program is a real roundtable experience. While there will be teaching and new content, most of the course will be practicing the skills, listening to others and self correcting. Not only will participants get the opportunity to practice the skills, they will also see what others do that works, and what does not work.

For more information, please go to:

**tcr.c3results.com**

## COURSE FOLLOW-UP

Following the program (using the recorder we provide), you may submit two case presentations (recorded during an actual case presentation in your practice) for critique during a follow up call.

“Every time I attend a C3 event, I take the material to a deeper level. When I get home that experience shows in an increase in production.” — *Dr. Jan Belote, Crossgates Dental Care, Brandon, MS*

“It was the best course I have ever been through. I am taking loads of valuable information back to my team, that I know will help our case presentation and getting a “Yes!” — *Ashlee Daniel, Financial Coordinator, Dr. Charles Pybus, Amarillo, TX*

“I have increased confidence to be successful in helping my patients discover the best care they want to have.” — *Dr. Jerry Paz, Laser Comfort Dental, Warrenton, MO*

## DISCOVER YOUR BARRIERS TO CASE ACCEPTANCE

1. Not really listening - paying attention to our own agenda.
2. Not really knowing the patients expectations.
3. Not picking up on small clues - emotional concerns about the treatment, concerns about money, etc.
4. Not fully understanding the patient’s internal conversation about the treatment.
5. Forcing the financial arrangement.
6. Lack of effective follow up.
7. Insufficient preparation.
8. Overwhelming patient with the totality of treatment.

## COURSE CONTENT

### Elements of Case Acceptance

- Desire Discovery during the Exam
- Understanding the Treatment Plan and Phases
- Working with your Dr in advance
- Understanding insurance benefits
- Using Outside Financing
- Whole mouth vs tooth by tooth
- Using Presentation Diagrams, Models & Visual Aids

### Creating Your Dialogue

### Gaining the Patients Personal Motivator

- Coaching your team to discover the Motivator

### Case Presentation Formula

### Dialogue for resolving objections

### Analogies and Emotional Word Pictures

### Follow up on outstanding treatment

**Call today to Register**  
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