



C.O.R.E – Guide to Increased Case Acceptance

Hi there! As you are reading this, you may know that you have a problem but from my expert perspective, you have an opportunity. Today's dental practices are a piece of a busy and demanding world where the culture is to get things done. This mindset forces multitasking in business and adding a sprinkle of our personal lives causing a perfect recipe for stress and underperforming.

If any of the below listed items sounds like what you are struggling or needing help with then you are in the right place at the right time. I can guarantee you will get more than the tip of the iceberg explanation and will receive direction on how to combat these problems many dental practices face. Due to our limited time together, I will hit the highlights. I will not only point you in the right direction but if you need further assistance, rest assured, I have this information available to you as well.

- Do you question whether your marketing dollars are really working and promoting the conversion with your current patients to move forward with treatments?
- Are you shocked to find out that a patient whom you felt was going to schedule a treatment did not?
- Is it challenging to fill your schedule with high production procedures?
- Do you have openings in your schedule and/or a high reschedule rate?

These are the kinds of questions I hear that truly hurt dental practices every day. I will provide you a hint to the answer; it is NOT because of the economy or loss of insurance. Please provide me your undivided attention as time is limited and I will show you how I and my team can make the most of the patients you already have and educate you regarding the skills on how to gain new patients to your practice. You will learn how to use clinical techniques and in-office procedures to promote patients to ask you about treatment and to sell themselves.

Below is the best part of what you will learn and our team objectives to accomplish.

- 2 ways how an advocate helps patients move forward with a procedure or treatment
- 4 new techniques that you can apply to differentiate yourself and your practice
- Learn a technique to identify if a patient is truly engaged in the treatment you are presenting to them

- Identify the different developmental stages of a treatment plan within the practice both clinical and administrative
- Distinguish the difference between a “stall” and an “objection”
- 3 techniques to overcome a patient Stall or Objection to a treatment plan to move the process forward

Summary:

I and my team have assisted dental practices to grow production through improving various stages of the treatment plan acceptance process. During this introduction to the ***C.O.R.E- Guide to Increased Case Acceptance***, you will gain an understanding of the clinical and administrative events that promote successful treatment plan presentation. Practices that use my approach have grown production averages from 20% to 30% and more and have markedly improved both the patient experience and the staff’s efficiency levels.

If you want the knowledge to create loyalty and production among existing patients, this introduction to the C.O.R.E program is for you.

Tricia Casasanta

Patricia Casasanta has been the President of Strategic Practice Solutions and Strategic Dental Staffing Solutions since their inception in 2012. Prior, she was the President of Performance Plus Staffing from 1995 to 2012. Patricia began her career in dentistry when she graduated as a dental hygienist in 1988 from the University of Detroit Mercy.

With over 27 years of dental experience, Patricia is in tune with the ever-changing needs of the industry. Throughout her career, her goal has been to provide talent, tools and training to assist dental practices in building their team and to have the skills and business systems to run and grow their dental practice(s). Patricia has developed a Senior Management Marketing and Sales portfolio to accomplish this goal.

■ Patricia is a certified trainer in DiSC, which is a system that teach various models of human behavior that helps people understand their strengths and challenges as well as obstacles they need to overcome to improve their performance and increase their communication with team members and patients. She utilizes this information to assist practices with understanding employees in addition to finding the “perfect fit” for an office based upon these principles.

■ Patricia has created the Signature Training Programs offered by Strategic Practice Solutions. These programs are based off of the Performance Improvement Process; they combine lecture and onsite coaching that create a Hands-on Learning process. The beta testing conducted that learning is enhanced and retained for an extended

period of time thereby increasing the dental professionals' performance. The Signature Training Programs include the *CORE – the Guide to Increased Case Acceptance* and *RDH – Revenue Directed Hygiene*.

- Patricia is able to share her knowledge to the larger dental community as a public and keynote speaker by participating in various dentistry-focused speaking engagements including Michigan Dental Association (MDA), Women in Dentistry, Doeren & Mayhew, various colleges, and trade shows.

- Patricia was 2007 's Co-Chair of Utica Chamber of Commerce BRAG Group and is affiliated with organizations such as the American Staffing Association (ASA), Michigan Dental Hygiene Association (MDHA), Better Business Bureau (BBB), and the Nation Federation of Independent Business (NFIB).

Patricia and the Strategic Practice Solution team has earned the reputation of being the professionals that really care and will help practices increase their revenue at a minimum of 25 %, as well as, nurturing long lasting relationships. SPS has become an excellent resource for practices to obtain their CE credits and to call for assistance to practice management coaching.