



JAMESON

SPEAKS



MANAGEMENT • MARKETING • LEADERSHIP • HYGIENE

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JAMESON SPEAKS

Danya Montoya

EDDA, CIS, CDD - JAMESON ADVISOR &
CHIEF PROGRAM IMPLEMENTATION OFFICER

✉ dmontoya@jmsn.co

Danya Montoya EDDA, CIS, CDD, is Chief Program Implementation Officer for Jameson Management. She is a Clinical Ambassador for E4d Technologies and CAD/CAM dentistry. She is also a Certified Integration Specialist and a Certified Dental Designer with Planmeca University. With more than 25 years of experience in the dental industry, her passion for dentistry exudes through her desire to coach teams to achieve their goals in a deeper way where others have only scratched the surface.



"Speaker was engaging and course material was informative and useful." Kristin, RDH, Maryville, MO

"Danya was very knowledgeable about the course material! Very pleasant. Thank you!"

Laurie, Dental Assistant, Shenandoah, IA

"Lots of great pearls for my practice!" Nick, DDS, San Antonio, TX

To learn more about Jameson speakers and courses, visit www.jmsn.com or call 877.369.5558.

1900 NW Expressway, Suite 1410, Oklahoma City, OK 73118



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Adventures In Practice Growth:

NAVIGATING UNCHARTED CAD/CAM TERRITORY

SYNOPSIS:

When you consider your practice successful with CAD/CAM technology are you considering more than just a solid knowledge of the software and an efficient clinical workflow? You must also consider key points from the practice management standpoint to ensure that you are truly receiving the highest possible return on your investment. How does your team stand out among the crowd of ever-growing CAD/CAM offices? If you already have had success integrating this technology into your practice, then it is time to take your team to the next level and propel your practice forward!

SPECIFIC TOPICS DISCUSSED:

- DELEGATION with a Purpose - Stop the CHAOS
- Understanding internal and external MARKETING and Target Branding
- Identifying treatment for CONVERSION from "Charts to Crowns"
- FINANCIAL options to ensure payment and efficiencies
- Successful TRENDS across the nation - How do you compare?

Crucial Steps for a Successful Practice Transition

SYNOPSIS:

Whether you are looking to transition out of your practice or transition into a practice, the success you experience can be positive if you prepare. A successful transition means that all expectations are met by the doctors, the team and the patients. The end result is a stable, productive and profitable practice where both the team and the patients stay.

SPECIFIC TOPICS DISCUSSED:

- PREPARING a practice for a transition
- COMMUNICATION of expectations with doctors, team, and patients
- PASSING the goodwill to the new doctor
- Patient RETENTION
- Sharing the VISION with your team and your patients

Suggested Speaking Time: 3-6 hours



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Digital Case Presentation Geared Toward Today's Patient

SYNOPSIS:

Are your patients more technologically advanced than you? Keeping up with the latest developments in the digital case acceptance world can be challenging and time consuming. Today's patients are expecting to be introduced to the technology that is available in dentistry. Bring your skills and presentations to the next level by developing a system that meets their needs.

SPECIFIC TOPICS DISCUSSED:

- INFORMATION necessary to create comprehensive treatment plans with your new and existing patients.
- Strategies of identifying the PERSONALITY of the patient and how the information needs to be presented to that behavior style.
- LEARN how the entire team can set the tone for successful CASE PRESENTATION from the phone call to the consultation.
- UTILIZATION of the right software and technology to WOW your patients and encourage them to complete the treatment.
- What happens when you present your best and the patient is not ready to commit? A successful FOLLOW UP protocol is necessary to get the commitment from the patient and get the dentistry completed.

Suggested Speaking Time: 3-4 hours

Digital Dentistry Optimization

SYNOPSIS:

Congratulations, you've taken the next step into digital dentistry! Adding the PlanFit technology into your practice should be an exciting time for the entire team and not just the clinical team. There are critical factors to consider with your systems including: marketing, patient education, scheduling, and the financial aspect of the dentistry. Successful integration can be accomplished if all of your team members know their role with the technology. Don't be the office that does not completely embrace the technology and the excitement that comes along with your investment.

SPECIFIC TOPICS DISCUSSED:

- Efforts to MARKETING your new digital technology to your entire patient base.
- Identifying patient's goals and MOTIVATING FACTORS in the decision process
- EXCELLENT scheduling of same day restorations that outline the roles of the clinical team.
- Handling patient objections and COMMUNICATION! Understanding the art of effective listening and how you can overcome those common objections to treatment your team hears.
- Treatment Planning and concise consultations. LEARN effective techniques to present your recommendations
- WHAT ARE MY OPTIONS? We will identify financial arrangements that encourage the patient to say "Yes!" to treatment.
- Getting to a CLOSE with a commitment to the treatment from your patients.

Suggested Speaking Time: 3-6 hours



JAMESON SPEAKS

Dynamic Team Development

SYNOPSIS:

A DYNAMIC dental team is the most essential aspect of a successful practice. Without a strong team of “producing” individuals – a dental practice will never achieve its full potential.

Learn practical advice for setting and achieving goals, improving communication skills, understanding how to deal with conflicts and stresses, developing productive staff meetings and learning the effective techniques of team building. Hire, train, evaluate and reward your team in a proven, professional, business-effective manner. Your team- the power behind progress!!

SPECIFIC TOPICS DISCUSSED:

Five Stars:

- LEARN Goal-Setting Techniques and Goal Achievement Systems and how to set goals - TOGETHER.
- ELIMINATE team dysfunction by learning how to develop effective communication throughout the team and by creating a clear problem solving process.
- MAXIMIZE the talents of each team member and STIMULATE team development.
- MAKE the most of team meetings.
- DISCOVER how to hire correctly, train efficiently and develop a sense of co-ownership to inspire cohesiveness within the team.

Suggested Speaking Time: 3-6 hours

Overcoming “I’ll Think About It”

SYNOPSIS:

Tired of investing your time and energy into a treatment presentation only to have the patient say, “I’ll think about it.”? In today’s economy, money is the dental professional’s primary obstacle for a patient to move forward with recommended treatment. Have you found this to be true in your practice? Are you finding that no matter how great your dentistry is you just can’t seem to get your patients over the financial hurdle? If so, discover, develop and implement the techniques and skills needed to get patients to say YES to treatment. Each member of your team plays an important role in getting the patient to accept treatment they NEED and WANT! This course provides you and your team with the know-how to do just that.

OBJECTIVES:

- LEARN the art of the New Patient Experience.
- SURROUND yourself with dental professional superstars! Learn how to create a culture in your practice that empowers, inspires and reflects true professionalism and well-managed systems.
- COMMUNICATION! Communication! Communication! Develop the skills necessary for effective listening and speaking.
- PRACTICE MAKES PERFECT! Learn techniques necessary for successful case presentation.
- WHAT ARE MY OPTIONS? Find out how to make financial arrangements and how to find financial options that work for your patients and your practice.
- FIRST IMPRESSIONS COUNT! How to create an ambiance inside your practice and throughout your community that reflects the quality of dentistry you wish to provide.

This course is recommended for ALL dental professionals.



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Proven Strategies for Growing Your New Patient Numbers

SYNOPSIS:

Have you realized that you are losing more patients from your practice than you are gaining? Are you looking to build your practice to incorporate an associate or pave the path for retirement? Knowing the strategies to grow your new patient numbers can be key in getting you to your goal. Learn the art of the new patient experience that will “WOW” your patients. Create Raving Fans that will help you build the internal referrals from the patients you love to work with.

SPECIFIC TOPICS DISCUSSED:

- Strategies to develop a dynamic team of dental PROFESSIONALS that understand their role in creating the experience your patients are looking for.
- MARKETING efforts to identify, increase and promote the BUZZ your office needs.
- Increasing the internal referrals to your practice and LEARNING how your Raving Fans can be utilized as an asset to your practice.
- 80 - 20 rule of marketing content and SOCIAL MEDIA development to create interest.
- SUCCESS strategies for keeping your patient family committed to your practice.

Suggested Speaking Time: 2-3 hours

The Critical Factors of the Business of Dentistry

SYNOPSIS:

In order to take your practice to the next level, you must first know where you are. Unless you know where you are, a plan of action for where you can go is impossible. Identifying the key performance indicators you should monitor to achieve success is imperative. Throughout this course, define where you are and identify your plan of development. Your systems and strategies are the benchmarks of your success. Explore these systems in this intensive and exciting presentation.

SPECIFIC TOPICS DISCUSSED:

- EVALUATE your total production and profitability- it's not how much you make, it's how much you keep
- REVIEW the profitability of the hygiene department and the health of your hygiene retention program
- IDENTIFY the places for improvement within your scheduling systems
- REFINE your collections and patient financing programs to maximize your revenues
- DEVELOP your team into a goal-oriented, cohesive, fully supportive group of professionals
- ORGANIZE your systems efficiently and effectively

Suggested Speaking Time: 3-4 hours



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The Team Approach to Maximizing Practice Technology

SYNOPSIS:

New dental technology is crucial in keeping a practice running smoothly and efficiently. However, adding new technology can create more inefficiency when the team is unaware of their role and how it relates to their day to day schedule. When technology is integrated into a practice by creating necessary systems for the team, your new piece of equipment can provide a great return on investment. If you are ready to make your technology work for you and your patients in a powerful way, share this course with your team to propel all of you forward.

SPECIFIC TOPICS DISCUSSED:

- The BEST pieces of must-have dental technologies in your office
- Identifying each team members ROLE in working with the equipment
- How SCHEDULING can be impacted with new technology
- MARKETING new equipment to your patient base
- UNDERSTANDING how technology supports the doctor's practice vision

Suggested Speaking Time: 2-4 hours



JAMESON SPEAKS

2019 SCHEDULE:

- Iowa Dental Association Annual Meeting
- North Dakota Dental Association Annual Meeting

PAST SPEAKING ENGAGEMENTS:

- Catalyst Study Club - Dublin, CA
- 2nd District Dental Society - Laurel, MS
- Henry Schein Educational Program - San Antonio, TX
- Desert Study Club - Palm Springs, CA
- Henry Schein Fall Festival Meeting - Overland Park, KS



Want to learn more about having Danya at your next meeting?

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