



JAMESON

SPEAKS



MANAGEMENT • MARKETING • LEADERSHIP • HYGIENE

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JAMESON SPEAKS

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A practicing clinician, speaker, and writer, Patty brings a wealth of knowledge and experience to her clients as a Jameson advisor. With a focus on creating health centered relationships based on exceptional communication, trust, and integrity, Patty helps dentists and dental team members develop their best systems for ultimate success. Her thoughtful approach to coaching allows each of her clients to achieve results in an efficient and effective way.



"Patty is as good as they get! She is an inspirational leader that has the ability to propel any practice through growth stages by seamlessly combining her aptitude for dental management techniques with her passion for patient education." Heidi Hoover, Director of Business Dev. at Fuller Dentistry

"Patty is a fantastic! She is highly skilled and has tremendous experience in the dental field as a clinician, an administrator and as a consultant." Dr. Ryan O'Malley, Greenville, SC

Patty is an amazing person who has helped our practice, our systems and my personal growth in multiple ways. It has really changed things for us in a tremendously positive way!" Dr. Tara Vogel, Nashua, NH

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

9636 N. May Ave., Ste. 279, Oklahoma City, OK 73120



JAMESON SPEAKS

Boost Your Bottom Line:

THE BUSINESS OF HYGIENE

SYNOPSIS:

The hygiene department is the lifeblood of the dental practice. The hygienist can play a major role in the growth of the practice by optimizing production opportunities each and every day. In the hygiene area, you have the opportunity to reinforce the need to proceed with dentistry diagnosed but left incomplete. Identify new areas of concerns since the last appointment, identify periodontal concerns, and introduce cosmetic possibilities. Explore strategies that will help you build this critical area of the practice as you increase your productivity and profitability.

OBJECTIVES:

- Enhance your advanced nonsurgical periodontal therapy skills- getting and keeping your patients healthy.
- How to maximize technology to support diagnoses, educate patients, and motivate them to proceed with recommended treatment.
- Understand the communication skills necessary to increase the amount of treatment coming out of the hygiene department.
- Learn the key components in the relationship between the doctor and the hygienist.

Audience: Dentists, Dental Hygienists, Dental Assistants, Other

Cambra: Decay Prevention

WHAT WE NOW KNOW AND HOW TO BE
COMPENSATED

SYNOPSIS:

This is a two part course that encompasses the latest research regarding caries control, patient motivation, and fee for service compensation in an insurance dependent environment.

CAMBRA has provided a forward thinking movement toward prevention of oral diseases and literature that strongly supports the fact that avoidance of dental disease is far more cost effective and the way of our future. We now know that there are predictable causative factors known to cause tooth decay. We also recognize more than ever that there are modalities available to prevent dental disease.

Dental professionals find it difficult to motivate patients and to be compensated a fair fee for this holistic approach to oral health. For the most part, insurance companies will not contribute for the time needed to educate patient about the various products and services available. Patients are misled to believe that insurance will contribute if the prevention based service is truly health oriented. The infamous, Dr. LD Pankey stated that our patients pay should feel so good about our service that they willingly pay with grace and gratitude. This course will assist you to incorporate CAMBRA into your practice and obtain a fair fee for your skill, care and judgment.

OBJECTIVES:

- Recognize the different homecare modalities that assist with better plaque removal
- Learn when and how to incorporate a Xylitol regimen into your patient's health plan
- Assess the available rinses and determine which type should be used and when.
- Understand the benefits and limitations of fluoride vs. chlorhexidine varnish.
- Comfortably describe the strengths of the various electric toothbrushes.
- Become more effective at Motivational Interviewing by asking questions that engage your patients.
- Increase your confidence setting and discussing fees to that are not paid by insurance.

Audience: Dentists, Dental Hygienists, Dental Assistants, Other



JAMESON SPEAKS

Do You Really Know What I Want?

GET TO YES WITH PATIENT CENTERED CASE PRESENTATIONS

SYNOPSIS:

Today's savvy consumer has an expectation that he will be involved in decisions regarding his health. It is not unusual to hear patient's share the information they have acquired from the internet before coming to see us. True or not... it is our responsibility to impart knowledge while honoring their perception of health. The most effective way to create this trust is through a powerful new patient examination.

The dentist and team will learn how to develop relationships of trust that shift patients from apprehensive patch and repair dentistry to comprehensive health centered care. A strong focus on communication skills, interviewing techniques, and presentations skills will be covered. The outcome will be increased commitment from your patients!

OBJECTIVES:

- Review and highlight the changing needs of today's savvy adult dental consumer.
- Develop effective interviewing skills that assist you in knowing what is important to each patient.
- Become skilled while learning to listen for goals, motivators, and hot buttons with your patients.
- Develop an interactive new patient exam that stimulates curiosity and prepares patients for your recommendations.
- Enhance your verbal skills and learn how to challenge patients who are resistant to change.
- Learn presentation skills that engage your patients by using appropriate visual and kinesthetic tools.
- Discover how to ask for commitment and overcome objections.

Audience: Dentists, Dental Hygienists, Dental Assistants, Other

Implant Coordination:

MOVING YOUR PATIENT'S FORWARD WITH IMPLANT DENTISTRY

SYNOPSIS:

Implant dentistry is recognized as the standard of care and must be the first option that is presented to our patients when they are faced with the loss of a tooth. It is also one of the most challenging options to present and have a patient accept. Many patients object to surgical intervention and the minimal coverage dental insurance contributes. This often leaves patients in limbo leading to loss of bone, loss of function, and often a more costly treatment when a decision is made to move forward. In addition, it leaves the clinician and business personnel disillusioned and often frustrated.

This interactive course is designed to provide doctors and team members with the knowledge and communication skills to facilitate implant dentistry for patients. You will leave with a strong knowledge of how to present implant dentistry successfully to your patients.

OBJECTIVES:

- Learn why implant dentistry is considered the standard of care along with armamentarium to compare and contrast other treatment options.
- Become confident with terminology that is related to implant dentistry.
- Become familiar with the latest techniques such as "Teeth in a Day" and "Teeth in an Hour" procedures.
- Learn how to overcome objections proactively to set your patient at ease during the consultation process.
- Increase your confidence with fee presentations that create value and move patient toward better health.

Audience: Dentists, Dental Hygienists, Dental Assistants, Other



JAMESON SPEAKS

Not if My Insurance Doesn't Cover It!

OVERCOMING OBSTACLES TO CARE

SYNOPSIS:

It's no secret that the economic downturn in the US has affected dental practices. Many of our patients are struggling financially which ultimately trickles down to where discretionary income is spent...dental health! Insurance benefits continue to be reined in as a cost cutting measure for businesses. This in turn leads consumers believing, that if it is not a covered benefit, then it is not necessary.

In addition, our patients are often pain free when they have dental disease. The price sensitive consumer struggles with the mentality "if it isn't broke ...then don't fix it! Overcoming this objection in today's economy is one that every practice must face to be financially solvent.

This course is designed to help dental practices to move patients forward with health-centered care. Our patient's don't know what they don't know! It is our responsibility to engage them with a full understanding of the limitations of insurance. You will learn to speak with confidence and create more value for the care that your patients truly need!

OBJECTIVES:

- To learn how to communicate the value of recommended care
- To recognize how to discuss the limitations dental insurance in a positive manner
- To minimize the possibility of the insurance objection before it ever becomes crosses the lips of your patients
- To explore financial options available that work for the patient and the business

Audience: Dentists, Dental Hygienists, Dental Assistants, Other

The Cancellation Solution:

WHY CAN'T I KEEP MY SCHEDULE FULL?

SYNOPSIS:

It is well known that dentists and team members alike struggle to keep patients from cancelling after appearing to be committed while in the office. Your patient commits to the treatment proposed yet cancels over the phone or even worse on the answering machine. This frustrating experience happens everywhere but it is well known that some offices deal with this less frequently than others. Dental personnel struggle continuously and often feel they can do no more to change the situation.

This interactive course will leave you with new tools in your armamentarium. Find out how to shift the level of commitment with your patient family. These new skills work because we will focus on how your adult patient family chooses to create value and receive information that is meaningful. A strong focus on communication styles will be covered offering participants new tools to facilitate the patient's oral health choices. Learn to become a catalyst for change with your most challenging patients.

OBJECTIVES:

- To learn how to catch the signs of non-commitment before this become a last minute cancellation.
- To become effective at recognizing the stages of learning your patients must proceed through to accept treatment.
- To recognize the four different preferred styles of receiving information so that you will become more effective at creating true value for your patients.
- To use the cycle of communication that leads to increased patient awareness and positive decision making.
- To explore the steps needed in your practice to gain agreement before scheduling your patients.

Audience: Dentists, Dental Hygienists, Dental Assistants, Other



JAMESON SPEAKS

2019 SCHEDULE:

- Maine Dental Association Annual Meeting

PREVIOUS SPEAKING ENGAGEMENTS:

- Henry Schein Dental Omaha Fall Festival
- Henry Schein Dental Long Island Fall Festival



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

Email info@jmsn.com or call 877.369.5558 to learn how to make
your next meeting fun and informative for your attendees!



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