



West Coast District Dental Association

A component of the Florida and American Dental Associations

THE TEAM APPROACH TO MAXIMUM CASE ACCEPTANCE

Mark K. Setter, D.M.D., M.S.

December 12-13, 2014

CAMLS: Center for Advanced Medical Learning and Simulation



SPACE IS LIMITED
REGISTER TODAY!



Register you and your dental team for this outstanding two day seminar at this state-of-the-art facility!

MEETING FACTS

Meeting Location: CAMLS Center - 124 S. Franklin Street, Tampa, FL 33602. Visit www.camls-us.org.

Registration: Seating is limited and we anticipate the seminar will reach capacity. Registration deadline is December 1st. You may register via mail, fax (813) 654-2505 or online at www.wcdental.org.

Badges: All pre-registered attendees will receive badges available for pick-up onsite.

Refund and Cancellation Policy: All requests for refunds or cancellations must be made in writing to the WCDDA prior to December 1st. A cancellation/processing fee of 15% will be charged. No refunds will be given if cancellation is received after December 1st.

Questions: Contact WCDDA at (813) 654-2500 or email Kelsey at kelsey@wcdental.org.

DIRECTIONS

From the North:

Take I-275 South, Take Exit 44 toward Downtown-West, Merge onto N. Ashley Dr., Turn Left onto E. Whiting St., then turn Right onto 124 S. Franklin Street, Tampa, FL 33602.

From the West (Pinellas):

Take I-275 North, Take Exit 44 toward Downtown-East/West, Take the Ashley ramp toward Downtown-West/Tampa St., Merge onto N. Ashley Dr., Turn Left onto E. Whiting St., then turn Right onto 124 S. Franklin Street, Tampa, FL 33602.

From the East (Brandon):

Take the S Selmon Expressway Toll exit toward Tampa/Port Tampa, Merge onto S Selmon Expy/FL-618 W., Take Exit 7 toward Downtown-West, Turn Right onto S Morgan St., turn Left onto E Whiting St., then turn Left onto 124 S. Franklin Street, Tampa, FL 33602.

PARKING OPTIONS

Fort Brook Garage - 107 N. Franklin Street, Tampa, FL 33602

Tampa Convention Center Garage - 333 S. Franklin Street, Tampa, FL 33602

Parking fees will apply: 5+ Hours is \$9.50 per day

HOTEL RESERVATIONS

Embassy Suite Tampa - Downtown Convention Center is located at 513 S. Florida Avenue, Tampa, FL 33602.

Walking distance to the CAMLS center. Call (813) 769-8300 and ask for the WCDDA room block rate of \$139.00.



THE TEAM APPROACH TO MAXIMUM CASE ACCEPTANCE

MARK K. SETTER, D.M.D., M.S.

Successful dental teams draw from a variety of communication “tools”, from the patient’s first contact with the office by phone to the point of getting the patient to commit to the entire treatment plan. Each step in the development of a relationship based examination and treatment plan requires every member of the office team to have a full range of communication tools, knowing why to use them, when to use them and how to use them.

For the dental team that wants to utilize a new skill set, they must not only passively learn the skill set, but must be actively engaged in learning to use the skill set, with “critical thinking”, “decision making” and “creative thinking”. Role playing with immediate feedback is critical to adult learning of a new skill set.

This program is designed to give the entire office team the Why, Where, When and How of communication systems to achieve the highest levels of customer service and case acceptance. Communication skills starting with the first phone call to the office will not only be discussed and demonstrated, but all team members will actively participate in each step of the communication process, getting a patient from the first phone call to committing to treatment recommendations. A key part of this process is the emotional examination interview and the “own your disease” examination, which must be mastered to achieve high case acceptance.

This program will allow attendees to:

- ✓ Establish the role communication plays from the patient perspective
- ✓ Learn the elements of true, quality communication
- ✓ Develop the goals of every patient encounter to assure “win – win” relationships
- ✓ Verbally guide the patient through a confidence enhancing first appointment
- ✓ Communicate accurate dental health conditions to the patient during the exam
- ✓ Get patients to want the highest levels of dental health and esthetics
- ✓ Allow all team members to answer difficult questions “on the spot”
- ✓ Give all team members the ability to talk about the money

Survey after survey suggests that most highly skilled dental teams feel that “their patients” will not support (pay for) the high level dentistry they have been trained to provide. Learning more technical skills does not address this problem. This program is really designed for office teams that have a high level of clinical skills, but do not feel their patients want or understand the benefits of the treatment the office can provide. Actual patient data will be used where possible to make Role Play exercises as realistic as possible.

Each attending office should bring a copy of their clinical examination forms and should be prepared to discuss with those attending the difficult questions they encounter in dealing with their patients.

Dr. Mark K. Setter graduated from the University of Michigan, receiving both a DDS degree and a Master’s Degree in Periodontics. He is also a graduate of the Misch International Implant Institute. Dr. Setter is presently on the adjunct faculty of The University of Michigan, is a Clinical Assistant Professor at Temple University, and is on the faculty of The Misch International Implant Institute.



Dr. Setter also maintains a successful practice Limited to Periodontics in Port Huron, Michigan, a small town with a population of about 40, 000. Dr. Setter has been involved with education throughout his career and has been invited to lecture both nationally and internationally on topics related to Dental Practice Management and Dental Implant Prosthetics. He shares his “people side on dentistry” perspectives with study clubs, dental and hygiene forums throughout the country.

PROGRAM SCHEDULE

Friday, December 12th

9:00 a.m. – 12:00 p.m.

- The Why
Patient Perceptions of Customer Service
The Ritz-Carlton Experience
Who Is Our Competition
The Patient Contact Points that Matter

12:00 p.m. – 1:00 p.m.
Lunch Break

1:00 p.m. – 4:00 p.m.

- The Initial Phone Contact
The Goals
The Technique
The Role Play
- The Confirmation Letter to Patient
Key Elements
- The Red Carpet Welcome

Saturday, December 13th

8:00 a.m. – 11:00 a.m.

- The When and the How
The Goals of the First Appointment
The Role of the Greeter
The Role of the Assistant
Knowing What Not to Say
The Role Play
- The Emotional Examination
The Keys to Want and Need
Guiding the Conversation
The Role Play

11:00 a.m. – 12:00 p.m.
Lunch Break

12:00 p.m. – 3:00 p.m.

- The "Own Your Disease" Clinical Examination
Overhear
Clinical Terms in Patient Language
An Optimistic Statement
The Role Play
- The Transfer of Power
The Key to Delegation
- The Treatment Conference
Personality Profiles
The Past, the Present, the Future
The Role Play
- The Financial Discussion
The Patient Advocate Role
Options in Financing
Permission to Follow-up

*This 2 day course will be beneficial
to all team members.*

ADA C.E.R.P.® | Continuing Education
Recognition Program

WCDDA is an ADA CERP Recognized Provider.
ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry.

REGISTRATION FORM

Fees:

WCDDA/FDA/ADA Member & Staff \$250.00 pp

Non-Member & Staff \$450.00 pp

Registration fees are all inclusive and includes lunch.

All dentists must register as dentists - please print clearly.

Dentist Name: _____

ADA Number: _____

Address: _____

City, State, Zip _____

Email: _____

Telephone: _____

Additional Dentist Names

1 _____ DMD or DDS

2 _____ DMD or DDS

Staff Registration: (Staff Name/Job Title)

Job Title Key: Hygienist - H, Assistant - A,

Staff - S, Lab Technician - L

1 _____

2 _____

3 _____

4 _____

5 _____

Total dentist fees plus total staff fees: \$ _____

Payment Information:

☐ make check payable to WCDDA ☐ Credit Card

Card Number: _____

Exp. Date: _____ CVV Code: _____

Billing Zip Code: _____

Signature: _____

West Coast District Dental Association

1114 Kyle Wood Lane • Brandon, FL 33511

(813) 654-2500 • Fax (813) 654-2505

www.wcdental.org