

Syllabus for:
**Clinical Quality and Exceptional Service:
The Keys to Practice Success**

*How to Communicate Quality in A Difficult
Economy*

Dentistry is a tough sell in any market: all of us would rather be somewhere else.

Yet it's a necessity that can be offered in an environment that gives patients a feeling of their worth to the practice and the worth of the dentistry they receive.

To accomplish both halves of the equation;

The Quality of the Dentistry

Ways to improve the Quality

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The Quality of the service:

Fix the Service

Create an ad for your business

Focus on the patient

Personalize the service

The Team

Reflect the quality of the practice

Hire and keep the best

Empowerment

Facility

Speaks tons about the practice

Circles of connection

The walk around

The survey

The moments of truth

Quality and the community

Message to the community

Who carries the message

Nurture our patients