

Making a difference

Dynamic Perceptions Ltd

Everyone talks about meeting and exceeding customers' expectations yet it is rarely achieved. Despite it being inexpensive to implement and requiring only the most basic of approaches, achieving true customer satisfaction generates the greatest financial return. A fresh approach embodies the values of orthodontic management consultancy, Dynamic Perceptions Ltd., the only European-based orthodontic consultancy that can draw on over twenty-five years of practice-based experience in both the European and highly dynamic US markets.

An investment in training with Dynamic Perceptions will reap rewards throughout your orthodontic practice from conversions to staff morale and professionalism.

The experience and expertise

Your coach, Lina Craven



A fresh approach encapsulates the philosophy of Dynamic Perceptions' founder and senior consultant, Lina Craven, whose early career working within the competitive US market established her passion and know-how for delivering that all-important customer-driven ethos. Lina's qualifications and experience as an orthodontic therapist, treatment coordinator (TC) and practice manager validate her position as adviser to those UK and European orthodontic practices wishing to achieve something special. Over the past twenty-five years, Lina Craven has assisted orthodontic practices to realise their vision of success through the achievement of a customer-driven culture that focuses on delivering an exceptional patient journey.

If you would like to know further details or costing of this training please fill in the form below.

Please contact me with further information

Please contact me with costings

Title.....Surname.....Forename.....

Position.....

Practice Name.....

Practice Address.....

Postcode.....Telephone.....Email.....



dynamicperceptions
A Fresh Approach to Practice Success

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If there were ever....

...two areas of training to transform

your orthodontic practice

....they are here

"You can dream, create, design and build the most wonderful place in the world but it requires **People** to make the dream a reality."

WALT DISNEY

People need training



dynamicperceptions

A Fresh Approach to Practice Success



Transform your front-of-house team from ordinary to **great**



In-house training that allows your team to discuss your practice needs and develop an exceptional customer driven business approach to your front-of-house!

Learning Objectives

MODULE ONE A fresh start - when average is no longer acceptable

- To recognise the difference between “just” a receptionist and a professional
- To understand the gap that separates average from outstanding
- To learn how to replace old habits with new techniques that support a fresh approach to exceptional customer care
- To understand how the front-of-house role can make or break the success of the practice

MODULE TWO Powerful communication that builds great relationships

- To understand different personality types so that every point of contact becomes an opportunity for personal, practice and patient success – 3Ps
- To learn to build relationships with patients and to manage and exceed their expectations every time
- To recognise the difference between aggressive and assertive behavior and to learn how to apply assertiveness techniques to achieve success

MODULE THREE Creating winning processes that deliver real customer care

- To learn the key principles of time management
- To acquire best-practice techniques that improve your efficiency and performance
- To feel confident enough to talk about money, finances and payment
- To recognise where you can contribute to the practice’s marketing success

Modules are one full day, one month apart to allow for ‘change’. Telephone follow up will be provided inbetween modules. You can also choose from a one day (mix and match) module.

5hrs verifiable
CPD per day

3 day modular in-house training for up to 8 people* - Train together, learn together

*prior agreement is needed for more than 8 people

Treatment Coordinator (TC) and The New Patient Process putting exceptional patient experience first

MAXIMISE THE POTENTIAL OF THE NEW PATIENT PROCESS WITH A *4 DAY TAILOR MADE IN-HOUSE TRAINING AND COACHING BY LEADING TC EXPERT, LINA CRAVEN

Are you maximising your new patient potential?

Are your case acceptance ratios as high as you anticipate?

Are you delivering an exceptional patient journey?

DAY 1 – THE NEW PATIENT PROCESS ASSESSMENT

Receive independent feedback that highlights those aspects of your approach that are under par. The assessment findings will allow Lina to design a tailor made training to suit your practice.

DAYS 2-3 – THE TRAINING

This encompasses the entire TC and NP process – from referral to case start! To include TC role, job description, welcome and walk out packs, initial phone call, initial consultation, case presentation (sales), monthly reports and follow up. Advice is also given on how to schedule the TC into your diary.

Your own NP (NHS & Private) sequence is designed and immediately applied.

DAY 4 – THE DELIVERY

This is the ‘going live’ day. One to one observation and final feedback will be given. A full set of objectives or action points will also be provided at this stage.

*4 days if no more than 8 delegates to be trained – otherwise add one more day.

The full four days of training spanning a two month period allows for adequate planning, discussion and practise.

4 day in-house training - Putting exceptional patient experience first

We were all inspired by your training day and I am certainly very interested in taking the next step. We should have booked you 18 months ago!

Dr. F. Millen
Woodlands Orthodontics

EARN 10hrs
verifiable CPD