



## Global Team Solutions

Practice Management Gurus  
Solutions that Work



**Christopher Ciardello**

Chris@GTSgurus.com

**SPEAKER PACKET**



# Grade YOUR Practice: "A" or Just "Meh"?

**Every dental professional wants a successful practice.  
But not everyone knows how to move beyond "How?" to "Wow!"**

## A More Successful Practice Is Within Reach

Our GTS speakers can help. With many combined years of dental practice experience, we are eager to share the secrets that can unlock your practice's real potential. And help you achieve every goal—from more efficient processes to greater profitability to happier team members to more satisfied patients.

Find out what Chris can do for your next meeting!

We customize our speaking presentations to deliver specific knowledge and skills to meet your meeting objectives. Our aim is to make the experience rewarding—and fun!—for you and your attendees.



## PRESENTATIONS

**Treatment Acceptance:**  
It's not all About the Treatment

**Technology Management:**  
Today's Dental Technology - *Identify, Integrate, Embrace*

**Reports Management:**  
Numbers do Matter!

**OMG! Office Management Guide®**



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# Treatment Acceptance: It's not all About the Treatment



**Does your team work together when presenting treatment?**

**Do you know your acceptance ratio?**

As clinicians, the dental team views the treatment as the primary concern when presenting treatment plans to the patient. As a consumer, patients need to know the benefit when deciding on need vs want. As professionals, we need to present the topic as a course of action that will provide benefit to the patient. Bringing the two together is what creates the mindset that both sides need to help your patients find the path to a healthy mouth.

Treatment plan presentations are a vital part of any dental office. Let's discuss in detail all the situations going on that prevent your patients from saying yes to that needed treatment. We will review the 4 critical steps for an effective handoff, successful ways to overcome the many objections that come up and finally keeping your finger on the pulse on the acceptance of all treatment diagnosed.

## LEARNING OBJECTIVES

- ▶ To effectively organize the presentation
- ▶ Learn how to communicate with the patient
- ▶ Stay on topic
- ▶ Control the conversation
- ▶ Perfecting the verbiage for added benefit
- ▶ Listen to the unspoken message
- ▶ Tracking delayed treatment

*I am always ready to learn something new. I enjoy sharing office experiences with other people. And the small group interaction is something I prefer.*

—S. McLaughlin

**Formats:** Full or Partial Day; Lecture, Workshop, Keynote

**Attendees:** Dentists, Practice Administrators, Office Managers, For anyone aspiring to be an office manager



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# Today's Dental Technology: *Identify, Integrate, Embrace*

Wish you had the knowledge and skill to maximize your technology investment?  
Do you long to go paperless?

Technology can improve the efficiency and effectiveness of systems within the dental office. Many dental practices don't maximize the technology in which they have invested. A lack of understanding and training can create situations where the technology is not utilized properly or at all.

In this informative session, we'll explore the technology that is essential for today's successful dental practice. Learn how to incorporate technology into your practice systems, increasing ease of use and productivity. Eliminate confusion and concern about taking your practice paperless. Participants will create an action plan that can be implemented immediately.

## LEARNING OBJECTIVES

- ▶ Learn how a paperless practice empowers a more efficient workflow and improves record keeping
- ▶ Discover the key techniques to productivity and profitability in your practice management software
- ▶ Create more efficient systems utilizing technology and maximizing overall productivity
- ▶ Understand the proper reports and when and why to run them
- ▶ Create a customized technology action plan to boost your practice's systems and success

*This was by far one of the best, most informational meetings I've attended! Very positive experience.*

—A. Winstead

**Formats:** Full or Partial Day; Lecture, Workshop, Keynote  
**Attendees:** Dentist and Team



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# Reports Management: Numbers do Matter!

**Suggested Formats:** Full or Partial Day; Lecture, Workshop, Keynote

## Do you know what is happening in your practice?

### Are your processes being completed properly?

Many office managers and many in the administrative role of a dental practice were thrown in to that position with very little, if any, training. As a result, the energy spent working on certain tasks may be misdirected or even wasted since it doesn't add to the smooth operation of the practice.

The interesting thing about running any business is that the numbers need to be monitored at all times. One of the single most effective ways we have found to monitor progress in a practice is by analyzing the reports for the practice.

Discover the reports to review on a routine basis, when to run them and what they mean. By making this process seamless, the team can truly concentrate on patient care.



## LEARNING OBJECTIVES

- ▶ Simplify your practice overhead figures
- ▶ Understand healthy ranges for each area of the office
- ▶ Discover which reports tell the whole story
- ▶ Create a calendar of events for effective monitoring

***Thank you for taking the time in teaching us on how to be more efficient & better office managers!***

—I. Roberts

***This workshop was informative and interesting.***

—G. Moore

## Other Topics

- ▶ **Employee Management** - From Hiring to Termination
- ▶ **Scheduling Management** - Strategies to Increase Production & meet Goals
- ▶ **Team Management** - 6 Habits of a Cohesive Team
- ▶ **Meeting Management** - Orchestrating Effective Meetings



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**Thanks so much for your informative and fun training!  
I enjoyed the interaction with all. You brought out the  
best in all of us. You are truly the gurus of training!**

—D. Spiers





## Experiencing high staff turnover? Are office systems and protocols broken... or non-existent? Doctor, do you “just want to do dentistry”?

Office management is an essential element of any practice. Practice owners, dentists and managers are expected to know all, be everywhere, and to ensure an office that operates smoothly every day. In this presentation, office management personnel will be given the tools necessary to manage a dental practice with confidence. This course is ideal for both start-up offices and established practices.

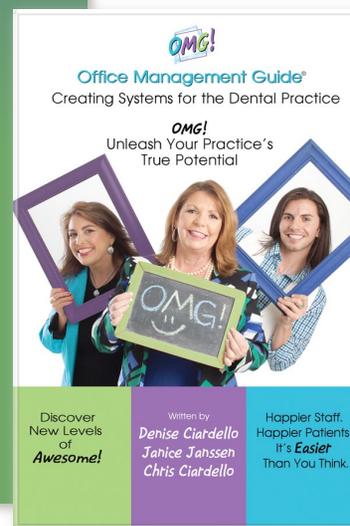
Participants will create their own office protocols with detailed, practical tools and systems that can be implemented immediately. Join us and reach *your* full potential for outstanding office management.

*The info in the course helps you with everyday things in the office. It is good info on how to help make your team work well together.*

—S. Prater

## LEARNING OBJECTIVES

- ▶ Understand methodical and systematic scheduling
- ▶ Gain tips for improving the new patient experience
- ▶ Illuminate techniques for successful treatment planning and recall
- ▶ Learn skills and systems for enhanced financial policies and conversations
- ▶ Define protocols for optimizing insurance and financial systems
- ▶ Identify hassle-free marketing strategies for today's dental practice
- ▶ Establish effective guidelines to improve team meetings
- ▶ Learn the keys to creating a low stress practice culture that patients treasure
- ▶ Reinforce leadership and communication skills
- ▶ Gain guidelines for attracting and retaining exceptional team members
- ▶ Have more fun at work while maximizing overall productivity and profitability



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Take the Learning Deeper! *Add one or more of the following areas of focus:*



**THE DENTAL APPOINTMENT BLUEPRINT**

Smart scheduling is methodical and systematic. This course details the dental appointment from the minute the phone rings until the claim has been paid. Attendees will set protocols while working together to build the perfect appointment blueprint for their offices.

**LEARNING OBJECTIVES:**

- ▶ Examine and develop a standard for every step of this important system
- ▶ Understand the value of Block Scheduling
- ▶ Customize your tailor-made protocol ready to implement in your practice



**GET IT OFF THE BOOKS AND INTO THE BANK**

Understanding the proper reports to run, and when and why to run them is key to establish successful financial systems for insurance, billing and collections. Proper documentation, defined financial arrangements and effective claim submission techniques will ensure that you get the results you want. Learn how to become proactive in your processes to boost practice production and increase the bottom line.

**LEARNING OBJECTIVES:**

- ▶ Determine the reports every office should run and why they are essential
- ▶ Define the financial arrangements you want to offer your patients
- ▶ Learn what numbers to track and what they mean to the health of your practice
- ▶ Learn the art of lucrative Revenue Management



**CASE ACCEPTANCE – IT'S NOT ALL ABOUT THE TREATMENT**

Successful treatment planning involves everyone in your practice ... it's a total team effort! As clinicians, the dental team views the treatment as the primary concern when presenting treatment plans to the patient. As a consumer, patients need to know the benefit when deciding on need vs want. As professionals, we need to present the topic as a course of action that will provide benefit to the patient.

**LEARNING OBJECTIVES:**

- ▶ Explore steps for effectively organizing the presentation and integrating technology
- ▶ Determine methods for tracking delayed treatment
- ▶ Develop verbal skills for illuminating added benefit to the patient
- ▶ Learn how to communicate with patients and help them say "yes"



**KNOW YOUR NUMBERS – KNOW YOUR PRACTICE**

Do you ever feel like you are working harder yet there is less in your bank account? A solid review of all practice expenses is a practical exercise that is rarely done, yet when finished, makes such a difference in your bottom line. Let's walk through the numbers and determine what is needed and what is being wasted. Learn how much it costs to run your practice.

**LEARNING OBJECTIVES:**

- ▶ Learn if your practice percentages are in the 'healthy' range
- ▶ Sort through all the noise to get to the bottom line
- ▶ Develop an action plan to cut the waste
- ▶ Utilize monthly monitors to identify key trends in the practice



# Meet Chris Ciardello



As a practice management consultant with Global Team Solutions, Chris Ciardello is passionate about sharing his expertise in the areas of technology and marketing as it pertains to the dental office. Chris has a distinctive knack for understanding the needs of an office and he communicates those needs to the team, which creates a cohesive, productive atmosphere.

He began his career in dentistry as an office manager after graduating from the University of Texas, San Antonio with a BA in marketing. A natural people person, Chris loved building relationships with patients and staff at the practices where he worked. His upbeat attitude and caring personality have always been a real-life manifestation of the mantra that gets him through tough times: I am positively expecting great results, no matter what I see in front of me. The Universe is rearranging itself for my best interest right now.

He is a member of the Academy of Dental Management Consultants and Toastmasters International, where he holds the position of VP of Public Relations for his local club.

## Partial List of Previous Presentations

American Association of Dental Office Managers Webinar  
Dentrix Business of Dentistry (*multiple*)  
Henry Schein Practice Solutions (*multiple*)  
Professional Education Society Cruise  
Self-Sponsored Seminars (*multiple*)



***The OMG meeting was very insightful and engaging in all the needs of running a practice. I felt very content with all the topics that were discussed here. The presenters were fun, informative and helpful!***

—C. Ortiz

***It was a pleasure to attend your course, I learned a lot of information from you and the class was very informative. You were great. I received the push to continue to do what I love :)***

—Y. Davis



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