



## Eliminate Communication Barriers and Increase Understanding: How and When to Communicate

Jennifer de St. Georges | JdSG International Inc.

**Program Overview:** Jenny is on record for taking a strong stand on key dental communication issues.

1. Dentists do not 'sell' they 'educate'...until patients say Yes, the practice is not in business.
2. For patients to appreciate clinical expertise-Doctor/patient communication must excel
3. Staff can make or break a practice- staff training in communication skills is vital for practice growth
4. Market your services with words/phrases to both represent your values & patient benefits
5. Ask for money unprofessionally can kill a practice's reputation. Words & attitude matter
6. Running on time doesn't happen by accident-time management is all about communication & control
7. Build the dream team-pro-active communication is #1 skill doctor/staff need to work together
8. Associateships & making the right choice-essential all parties communicate their goals/needs/outcomes
9. Building relationships between GPs & their specialists-refine lines of communication so patients don't get lost
10. Top sales people work with *pre-planned phrases & key words*-a must for Doctor/Team to work as one

**Promised Outcomes:** How to deliver on the nine promises above.

**Review:** *"I wanted to thank you how much I personally enjoyed your talk. It wasn't so much what you said as it was the way you said it. You are one of the most interesting speakers I have ever listened to. I can certainly see how you motivate people. Thank you again for a most interesting day."*  
**-T.F. Opalka DDS -Kit Scott, staff Warren, Ohio**

*"Your ideas were talked about for days. Your vibrant personality & complete enthusiasm regarding your profession were obvious when addressing our Minneapolis ADPAC sponsored meeting. Your ideas were talked about for days. I still chuckle re: some of your dental experiences. I wish every doctor & staff could listen to your words of wisdom. Thank you for such a great program & your devotion to the dental profession."*  
**-Ellen Deist Mayclin Dental Studios, Minneapolis, MN**

### Program Focus

#### 1. The Marriage of Marketing & Management - JdSG 7 Step Communication Plan to take patients from Hello to Yes

Attracting new patients to contact your practice is EASY. Motivating them to make & keep the initial appointment requires superb telephone skills. Educating patient on treatment benefits & cost is always the challenge.

#### 2. Financial Communication - Learn to love discussing/collecting money! JdSG 5 Part Plan to increase cash flow

- How are you marketing your fees?
- Techniques & tools to bring money telephone calls to a happy conclusion
- Solutions to handle fees, financial options & Front Desk collections that deliver
- Take control of patients with dental coverage. Key to bring Receivables under control
- 11-point collection call system which puts you in the driver's seat

#### 3. Schedule by Design - taking back control of your schedule - doesn't happen by itself

If patients had their way, they would all come down after work/school-or Saturdays! Jenny's specific approach for Scheduling by Design changes patients' behavior so No Shows, CSN, late patients, become a thing of the past. Also, communication skills needed to reduce Confirmation calls, and take control of Emergencies.



#### 4. Malpractice Prevention - communication skills to protect all parties

Terminate your relationship with a patient & retain practice goodwill.

Patients who say:

“I don’t want any x-rays!”

“I don’t want to give my SS#”

“I’ve gone elsewhere, forward my x-rays”

“I want my emergency done in this office today”

#### 5. HR - Build & Maintain a Supportive Team - the proactive communication approach reduces turnover

- Hiring Process: questions which disclose what each candidate brings to the table! From the Ad to the Commitment
- Staff Meetings: most underutilized & misunderstood communication/management tool. 10 Golden rules for great outcomes
- Performance Reviews: make Reviews a welcome & essential addition to staff management-enjoy the results
- Doctor/Team out of sync? The “head in the sand approach,” only escalates the issue at hand. 3-step Simple System for resolution

#### 6. Specialty Practices - Is a Different Language Required?

Each specialty needs to build additional communication skills to acknowledge their specific clinical & management needs.

#### 7. Associates & Practice Transitions - 4 Strategies so decisions are more productive & long lasting

Whether being hired or doing the hiring-making the correct decision during these transitions can be either traumatic or peaceful. Jenny shares a range of philosophies & communication skills to explore the best outcome for everyone. Scheduling nightmares: solve your major scheduling issues in a stress-free manner

[Visit jdsg.com](http://jdsg.com)

- Planners & Audience Reviews
- Past Bookings
- Videos
- Download Speaker Packet

[Contact Jenny directly](mailto:Jenny@jdsg.com)

650.644.5722 | [Jenny@jdsg.com](mailto:Jenny@jdsg.com)