



**Course Instructor**  
**Jeff Palmer**  
*Founder Case Acceptance Academy*

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**Engineered Case Acceptance™ Course**  
**5 Steps to Double your Case Acceptance**  
**FEBRUARY 2 & 3, 2018**

***Are you frustrated because your patients always say “I can’t afford treatment”?***

## **5 Steps to Double your Case Acceptance**

### **This course is for you if:**

- ▶ You are tired of your patients telling they can’t afford treatment.
- ▶ You hear too often,  
“I need to talk to my husband,” or  
“I have no money, I will have to call you back,” or  
“I need to think about it.”
- ▶ You are searching for a fail proof, predictable system to increase your case acceptance and collections.



*“I even closed a case for \$11,000 that paid in full just days after my training with Jeff Palmer at the Engineered Case Acceptance™ Seminar.”*

**Dr. Ali Yazback**

Engineered Case Acceptance™ Course



# Engineered Case Acceptance™ Course

## 5 Steps to Double your Case Acceptance

1. Scheduling scripts proven to get 90% of new patients that call, to arrive in your office.  
**Virtually eliminate New Patient Cancellation and no shows.**
2. Pre-Consultation Interview: The secret to building trust quickly and eliminating barriers to high case acceptance.
3. The simple three steps to create an emotionally engaging case presentation. The patient will close you on the ideal treatment.
4. Comfortably present fees & smoothly gain a financial commitment before treatment is started.
5. Focus on these key metrics to control & predict high collections & production. End the collections roller coaster, increase your profit!

### Course Instructor

Jeff Palmer, founder of Case Acceptance Academy, trains dentist and their staff how to effectively increase case acceptance.



**Jeff Palmer**  
Founder Case Acceptance Academy

Applying an approach unlike any other in the industry Case Acceptance Academy uses simple training methods to implement solid fundamentals of how case acceptance works in the real world today, helping dentist increase their case acceptance rate rapidly and sustain it.

## Engineered Case Acceptance™ Course Testimonials



My front desk staff is trained and can handle existing and new patients. They can get them to arrive to the office. I now have a certainty in getting patients to accept treatment resulting in 2X increase of my weekly sales.

**Garland Davis DDS**

"The day after the training, I immediately felt more comfortable presenting the fees and effectively handling patients insurance and financial objections. To date, my case acceptance has increased and I even closed a case for \$11,000 that paid in full just days after my training with Jeff Palmer and the Engineered Case Acceptance Seminar."

**Ali Yazback DMD**



"I would recommend Case Acceptance Academy to any office that feels they have plateaued and need to shake up their staff... Any office that needs to take an introspective look at what they are doing wrong and ready to embrace a new technique that will improve numbers, literally improve the numbers cases acceptance and implement tracking software that creates a great visual for how we are performing daily and what you need to focus on. Results: 6 months after implementation 2017 Collections up 24% from 2016."

**Sonia Simmonds DDS**

# Engineered Case Acceptance™ Course Course Agenda

## Day 1

### Morning

- ✓ The business of dentistry simplified. What you and your team will focus on now to take your practice to the next level.
- ✓ Proven New Patient Scheduling systems and scripting to schedule more new patients
- ✓ New Patient Scheduling demonstration, drilling and role playing. 5 Steps to increase your case acceptance.

### Afternoon

- ✓ How to design the ideal case presentation
- ✓ The number one mistake that decreases case acceptance and how to fix it.
- ✓ The highly effective pre-consult interview and dentist exam.
- ✓ Demonstration, drilling and role playing
- ✓ A three-step formula to increase case acceptance.
- ✓ How to quickly remove patient resistance to ideal treatment.
- ✓ Demonstration, drilling and role playing.

## Day 2

### Morning

- ✓ Setting the stage for the case presentation - a team approach
- ✓ Dentist & treatment coordinator roles defined-the perfect team.
- ✓ An organized approach to present problems, treatment & fees for a stress free financial discussion.
- ✓ Demonstration, drilling and role playing.

### Afternoon

- ✓ The dentist treatment coordinator transition for high case acceptance.
- ✓ A successful and stress-free approach to patient pre-payments that will virtually eliminate patient cancellations and no shows.
- ✓ How to effectively handle the most common and challenging patient objections.
- ✓ How to recognize a faulty and legitimate patient objection.
- ✓ Demonstration, drilling and role playing.
- ✓ Overview of key metrics to track for high case acceptance.
- ✓ Wrap up and Q n A.

## Engineered Case Acceptance Course

**Who should attend:** Dentists and their staff involved with scheduling new patients and presenting treatment plans and fees.

As soon as you register, materials will be sent to you.

### Date & Time

**February 2 & 3, 2018**

#### Day 1

9:00 - 9:30 AM Registration

9:30 - 5:00 PM Course

#### Day 2

9:00 - 5:00 PM Course

### Location

Sterling, VA

### Tuition

- \_\_\_\_ \$1900 Doctor Must Be In Attendance
- \_\_\_\_ \$495 First Staff member
- \_\_\_\_ \$295 Additional Staff

Early Bird Discount  
Before January 5th.  
(-\$500 for Dentist)

Seating is limited.



## Secure Fax Registration Form:

Fill out and fax back to: 888-330-0632

Dentist Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Office Phone \_\_\_\_\_ Mobile \_\_\_\_\_

Email \_\_\_\_\_ Fax \_\_\_\_\_

Amount to be charged on credit card: \_\_\_\_\_

☐ VISA® ☐ MasterCard® ☐ American Express® ☐ Discover®

Name on Card \_\_\_\_\_

Card Number \_\_\_\_\_ Exp \_\_\_\_\_

Signature \_\_\_\_\_ CVV# \_\_\_\_\_

If you would prefer to register over the phone or have any questions call 703-665-1415

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