



# Case Acceptance & New Patient Scheduling Workshop

APRIL 5 & 6, 2019

**DO YOU WANT MORE CONFIDENCE AND CERTAINTY TO CLOSE ALL TYPES OF TREATMENT? ROOT CANALS, CROWNS BRIDGES IMPLANTS AND COSMETICS?**

The Case Acceptance & New Patient Scheduling Workshop is for you if:

- ✓ You struggle with case presentations and case acceptance.
- ✓ You know your case acceptance can be better.
- ✓ You want your front desk to do a better job scheduling patients and presenting treatment plans.
- ✓ You want your dentists and hygienists to all be on the same page with presenting treatment.
- ✓ You want a systematic team approach to case acceptance.

**BROUGHT TO YOU BY:**



Case ACCEPTANCE ACADEMY  
Nationally Approved PACE  
PROGRAM Provider for  
FAGD/MAGD credit.  
Approval does Not imply  
acceptance by any  
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01-01-2019 to 12-31-2019



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**COURSE INSTRUCTOR**  
*Jeff Palmer, founder of Case Acceptance Academy, trains dentist and their staff how to effectively increase case acceptance. 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 dentists and their teams increase their case acceptance rate rapidly and sustain it.*

**JEFF PALMER**  
 Founder Case Acceptance Academy

# Case Acceptance Academy Testimonials

*...was doing well for many years, we were on cruise control. Something was lacking and I was on cruise control. I had the tools but there was something lacking and I was seeing it with the staff. Since Jeff Palmer started with us, my office went to other higher levels. It is like having a personal training helping you and guiding you. It's up to you, but when you have a personal training it helps you to strive for more. He is a great person; he got along so good with the whole staff, where he became to me like family. I do encourage whoever is looking to reach another level in their practice get a personal training, and I believe in Jeff Palmer*

**JULIO ROSADO DDS** | Dr. Rosado & Associates  
Miami Florida

*"Definitely the way we talk to patients on the phone has had a positive effect on building relationships and our new patients scheduling and arriving. Shifting the "fixer of a problem to getting people to own the problem approach to case presentations has made a huge difference. Getting patients emotionally invested in what matters to them is key. Once you have them at that point, it's a very big thing and they will say YES to treatment. I see the positive impact on cash flow and it's huge!"*

**DIPA PATEL DDS** | Arlington & Waterfront Dental Implant & Oral Surgery  
Arlington Virginia & Washington DC

*"Closing cases in general is solved. All types of cases. I like that I do not spend so much time in a consult. Consults are something I look forward to instead of something I dread. I like that I don't spend so much time on a consult and I can devote time to other things. I have a lot more confidence on educating patients on treatment and expecting them to want and accept the work."*

**A. H. DDS**

*"One of many tools I gained at the course was how to comfortably and confidently present the entire treatment plan and not just the next visit needed. The first week after the course, I offered a fee for service patient 24 month pay deferred interest with care credit to pay in full up front and it was accepted!! This was a \$10,000 case. But with this being fee for service, the 14.9% was much less than most write offs with our PPO's. After it was all done, I thought to myself, "I really can do this!"*

**OLIVIA STACEY** | Practice Manager, Lippian Family Dentistry,  
Texarkana, Texas

*"Our collections grew 90% in 10 months, just collected \$168K, the highest collections since 2008! I was able to train both my associates and the front office team so we all knew what to do at any point in the tx presentation, financial prepayments and handling patient objections smoothly. Jeff Palmer's 3 steps to selling any patient gave us a SYSTEM that isn't people dependent and as such can be worked by anyone! Coach Jeff is truly an answer to prayers :)"*

**TEJUMADE ST. MATTHEW- DANIEL DDS** | All About Beautiful Smiles  
Orlando, Florida

# Case Acceptance & New Patient Scheduling Workshop

## **COURSE DESCRIPTION:**

This two day workshop will cover detailed steps to improve your new patient scheduling and organize your case presentations to increase case acceptance. This workshop is an effective team approach to case presentations. The workshop is interactive with manuals, practice customizable forms and role playing to increase implementation and results. The workshop will address the most important skills of new patient scheduling, and proven tactics that increase new patient show rate. The course will dive in deep to educating you on the skills necessary to improve patient engagement, ultimately increasing treatment acceptance. A step by step process will be laid out in detail training the front desk and clinical team how to improve patient relationships, increase case acceptance and grow the practice revenue.

## **COURSE OBJECTIVES:**

- Understand the exact numbers that positively influence increasing new patients and case acceptance ultimately keeping your schedule productive.
- Learn to implement a new patient experience that will increase case acceptance & generate positive reviews.
- Learn a proven new patient scheduling script that handles patient's most common objections and is proven to dramatically increase your new patient show rate.
- Understand how to use effective methods of communication with patients to improve scheduling and show rate.
- Participate in fun and effective role playing of problematic scheduling scenarios improving results on Monday.
- Learn how your team can do a pre consultation interview that improves your diagnosing and treatment planning from the patient's perspective, not just the dentist's perspective.
- How to avoid and fix the number one mistake dentists make when presenting treatment that kills acceptance.
- Build your confidence in case presentations by applying a three step formula to increase patient engagement.
- Learn how to bridge the gap between your diagnosis and the patient accepting the ideal treatment option.
- How to present treatment options in a way that guarantees the patient is making the right choice.
- Learn best practices on when, where and how to present treatment plans and patient financials.
- Learn the simplicity an effective patient handoff from clinical to front desk.
- Find out when and how the dentist can discuss fees with patients to increase case acceptance.
- Learn how to handle and prevent the most common patient objections to accepting treatment.

**WHO SHOULD ATTEND?** *Dentists, hygienists, assistants, & front desk team members.*




**COURSE PRE-REQUISITES:** *None*

**DURATION:** *2 Days*

**CE:** *Dentists, Hygienists 16 CE credits*

# Case Acceptance & New Patient Scheduling Workshop

COURSE	Case Acceptance and New Patient Scheduling
DATES	APRIL 5 & 6
LOCATION	MIAMI (HOMESTEAD), FLORIDA
TUITION	\$1900 _____ EACH DOCTOR. 1 DENTIST FROM THE OFFICE MUST BE IN ATTENDANCE. \$495 _____ FIRST STAFF MEMBER \$295 _____ ADDITIONAL STAFF MEMBERS (LIMIT 3)
CE HOURS	16

 **LOCATION:** DENTAL TRAINING CENTER OF MIAMI 930 NORTH KROME AVE HOMESTEAD FL 33030  
**TO REGISTER BY**  (305) 766-0662 |  [SOFIA.CASEACCEPTANCEACADEMY@GMAIL.COM](mailto:SOFIA.CASEACCEPTANCEACADEMY@GMAIL.COM)

## Registration Information

DR. \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
OFFICE \_\_\_\_\_ MOBILE \_\_\_\_\_  
EMAIL \_\_\_\_\_

## Team Member Names & Postion

1 \_\_\_\_\_ 2 \_\_\_\_\_  
3 \_\_\_\_\_ 4 \_\_\_\_\_

TOTAL TO BE CHARGED ON CREDIT CARD:

NAME ON CARD \_\_\_\_\_

CARD NUMBER \_\_\_\_\_ EXP \_\_\_\_\_ CVV# \_\_\_\_\_

SIGNATURE \_\_\_\_\_



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