

Exceed the Patient Expectation ~ Win The Patient For Life

The RMSO and the GLAO
Combine in September 2013 to Present
Their Annual Session



“Exceeding Expectations”



With a Guest Lecture By

Rosemary Bray



“*Fifty Shades of Bray*”

(Exceed the Patient Expectation ~ Win the Patient For Life)

on

Saturday

September 28th, 2013

The Broadmoor

In Beautiful Colorado Springs, Colorado

6263 Paseo Callado
Carlsbad, CA 92009

760.268.0760

Email :Rosemarybray@msn.com
Website :[www.rosemarybray](http://www.rosemarybray.com)



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Exceed the Patient Expectation ~ Win The Patient For Life

Is There An Ortho Practice That Continually “Exceeds Their Patient Expectation” And Do You Have One? Tough Question!

Does anyone have that true “Ideal Practice”? Perhaps not. However, you need to be consistently striving to achieve it. Once you stop trying, your practice is pretty much doomed. It may never be reached but the constant effort to achieve it can only make you continually better. I love the quote that says,

Do not ask for easier tasks, ask instead to be stronger.

Do not ask for tasks that are equal to your power.

Ask instead for the power that is equal to your task.



What are you doing to get there? Use this handout as one of your measures when you and your team are striving for improvement. A saying that I learned in grade school has followed me my entire adult life. I never thought I would be using it in my work and in my life. Take it and adapt it to your practice.

***Good Better Best . . . Never Let It Rest
Until Your Good Is Better . . . And Your Better Is BEST!***

After now 40+ years in the dental and orthodontic profession, I am assured of 2 facts. Yes, only 2 things that I know for certain are **true facts**. There is lot I *think* I know, but of this, I am certain!

#1 ~ We are all _____ ~ People! (Not dentistry or Ortho, PEOPLE, and thank God those people have teeth that need your attention and expertise.)

#2 ~ A successful, productive, harmonious, profitable, happy, “Ideal” practice is a balance of three equal areas of concentration ~ All 3 must be focused on ALL the time equally.

1) **C** _____ **E** _____ ~ Quality Ortho Treatment using quality product, creating clinically sound, beautifully cosmetic and functionally correct and comfortable smiles.

2) **G** _____ **T** _____ ~ Quality people who are well trained, fully present, committed, with great attitudes and ethics, who all get along and love what they do for a living and who make sure it shows.

3) **O** _____ **C** _____ **S** _____ ~ Taking amazing care of the person, not necessarily the teeth or the malocclusion, consistently creating a fun and memorable experience for each and every person who walks through your door.



There are Orthodontic Offices all over the world that have achieved many successes and excellent profitability, and have beautiful state of the art buildings in which to see patients. Some of them may lack in the quality clinical care, others may lack in the positive feeling of the team, the commitment level, or the enjoyment factor of the workplace. No one “has it all”, not ALL the time. Believe me. Many however, are trying every day to get there though. They focus, they communicate, they meet often, they push the envelope, they monitor statistics, they attend meetings, they talk to others...they are doing all the necessary things to attempt to achieve that title of **An Exceeding Expectations Practice**. They know that to stop pushing and trying is to end their quest for success.

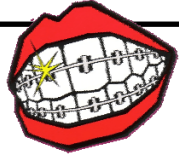
You will never achieve 100% as long as 99% is okay (Will Smith, actor)

The following lists are meant to serve as a partial check off list or benchmark to measure your practice against others. Ask yourselves these questions:

- * Where is our practice strong and doing well and where can we continue to improve?
- * Are we putting our time and energy into only one or two of the **three** essential areas of focus?
- * What *more* can we be doing to consistently exceed what our patient expects of us?
- * Do we have a Goal List (or Wish List) and check things off as we achieve these goals?
- * What am I doing *myself* to help our practice be the best it can be?



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CREATING THE “IDEAL PRACTICE” QUSTIONNAIRE

Fill in the answer to each question with a YES or a NO. Be Honest! Don't expect ALL to be a YES, yet “ideally”, your goal can be that all are eventually a YES. As a team, discuss any NO answers, why they might be NO and how you can make them become a YES. This is only a partial list of what to be aiming towards. Add your own goals to this list and always have something to which you look forward.

Focus Area # 1 ~ Clinical Excellence = (1/3 of Your Practice Success)

- 1) Do we use state of the art orthodontic/dental products? _____
- 2) Do we recycle or re-use any items we know we really should not? _____
- 3) Would every one of us sit in the chair ourselves as a patient and feel 100% OK there? _____
- 4) Is our sterilization up to code and do we make sure it is always the best it can be? _____
- 5) Are we all proud of our DR's clinical treatment, training, ability, name and reputation? _____
- 6) Are we in control of Emergency Visits (few bond failures, few discomfort concerns)? _____
- 7) Do we use state of the art technology, (computers, digital photos/xray, 3D, etc)? _____
- 8) Are records beautifully done in house and at no charge throughout the course of tx? _____
- 9) Are we using phone technology (message on hold, email for pts, appt confirmation, etc)? _____
- 10) Do we attend courses/seminars to continue our clinical growth and knowledge? _____
- 11) Does the DR attend ortho/dental clinical meetings as much as possible? _____
- 12) Are we obsessed with learning new techniques, bracket placements, wire uses, etc? _____
- 13) Are our cases routinely finished on the target time and in less than 3 years at most? _____
- 14) Are we dismissing our retention patients in a timely manner and clearing space for NP's? _____
- 15) Are all the Early TX cases we are doing ONLY patients who really need Early TX? _____
- 16) Is there nothing at all unethical or questionable being done/not being done on our pts? _____
- 17) Do we try always to do the “Right Treatment” at the “Right Time”? _____
- 18) Is every instrument we use functional and in good repair without rust, worn edges, etc? _____
- 19) Are all pieces of equipment in full and reliable, proper working order? _____
- 20) Do we have and use samples of our appliances, brackets, etc available for pt viewing? _____
- 21) In our NP exam, does our DR make the clinical problem clearly understood w/o question? _____
- 22) If we asked each pt/parent what their clinical diagnosis was, could they all tell us? _____
- 23) Is our DR in any study group to share cases and get others' opinions and advice? _____
- 24) Is almost every case we finish a “Board” type case we are happy show to anyone? _____
- 25) Do we provide clearly written instruction forms for all appliances/procedures we do? _____
- 26) Do we receive constant, regularly scheduled clinical training by our DR? _____
- 27) Can any of our team question our DR about TX, philosophy or procedure w/o fear? _____



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Focus Area # 2 ~ Great Teamwork = (1/3 of Your Practice Success)

- 1) Do we have a list of “ideal” qualities that we refer to when interviewing new people? _____
- 2) Do we do a *Working Interview* for our prospective new employees, without fail? _____
- 3) Does everyone read and sign our up to date and always accurate *Practice Manual*? _____
- 4) Do we all have written *Job Descriptions* that we each keep current and accurate? _____
- 5) Do we have a *Practice Administrator/Office Manager* that we trust, respect and follow? _____
- 6) Is everyone here *Committed* to our practice rather than merely *Involved* in it? _____
- 7) Do we display positive attitudes during the day even when we are feeling stressed? _____
- 8) Are we able to solve our differences and concerns easily without fear or conflict? _____
- 9) Have we kept gossip, backstabbing and jealousy out of our work environment? _____
- 10) Has everyone here been fully trained before being set free to work with or on patients? _____
- 11) Are we all cross trained, helping each other to know what each person does and how? _____
- 12) Do we receive regular, fair *Performance Evaluations* without having to beg for them? _____
- 13) Do we all have, carry and use our own office *Business Cards* that we can give out freely? _____
- 14) Do we have access to an *Office Library* filled with books/CD’s to educate us on all things? _____
- 15) Do we avoid constant turnover with people often leaving shortly after being trained? _____
- 16) Is frequent *Continuing Education* offered, encouraged, paid for and enjoyed by all of us? _____
- 17) Can we correctly/confidently answer most questions that a patient/parent would ask? _____
- 18) Do we all exhibit a professional appearance at all times (hair, make up, attire, etc)? _____
- 19) Are there no/or few actions at our office that would make us not feel proud of a teammate? _____
- 20) Are we content and clear with our salaries, benefits, and compensation packages? _____
- 21) Are our birthdays, anniversaries of employment and holidays adequately acknowledged? _____
- 22) Are we satisfied with the level of praise, thanks and appreciation shown for our efforts? _____
- 23) Do we ALL give praise, thanks and appreciation to each other often and easily? _____
- 24) Do we annually get out of the office for a team retreat day/weekend and really TALK? _____
- 25) Is each person’s opinion asked for, listened to and appreciated by everyone else? _____
- 26) Is our communication with each other mostly *Open, Honest* and *Safe*? _____
- 27) Do we have regular, productive and worthwhile *Team Meetings* where all participate? _____
- 28) Do we have consistent, scheduled *Training Days* for all positions in the office? _____
- 29) When someone leaves, do they complete an *Exit Interview* form so we can all improve? _____
- 30) Is every team member here passionate about Ortho/Dentistry and the role they play in it? _____



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Ta dah!

Focus Area # 3 ~ Outstanding Customer Service = (1/3 of Your Practice Success)

- 1) Does each person employed here understand and know what *SERVICE* really means? _____
- 2) Do we receive regular, real training in service by someone other than our own team? _____
- 3) Do we use regular *Patient Satisfaction Surveys*, asking our patients how we're doing? _____
- 4) Do we have an alive, real *Mission Statement*, posted up and known and truly lived? _____
- 5) Do we all talk to our patients about *them* and not just about ourselves? _____
- 6) Do we all make consistent *Care Calls* with warmth and caring shown in our voices? _____
- 7) Do we use a *Kid Questionnaire* for our children to learn about their interests/hobbies? _____
- 8) Do we send personalized notes/texts to our patients, without fail, every day/week? _____
- 9) Do we all exhibit that most important **10 Ft Attitude** that Rosemary preaches about? _____
- 10) Do we in some way acknowledge Pt birthdays, illnesses, new babies, graduations, etc? _____
- 11) Do we thank anyone who refers a new patient to us and realize how they've helped us? _____
- 12) Are there regular contests, raffles, fun things in which our patients participate? _____
- 13) Is our *Ortho Deband Experience* one that every patient will brag about and never forget? _____
- 14) Do we celebrate and decorate for any and all occasions and holidays possible? _____
- 15) Do we use a current, fun, colorful, filled up *Patient Bulletin Board* in the office? _____
- 16) Do we have an updated, fun, interactive and interesting *Web Site/FB* for patient use? _____
- 17) Do we have an *Internal Marketing Plan* in place for the full year in advance? _____
- 18) Is our communication with our families as great as it can be regarding all aspects of TX? _____
- 19) Are our verbal skills (phone and face to face) polished, professional and proactive? _____
- 20) Is there an incentive program in use here to reward patients for good cooperation? _____
- 21) Do we take great, consistent care of our referring DRS, thanking them in many ways? _____
- 22) Do we have a *Practice Newsletter* where we brag about our pts/their accomplishments? _____
- 23) Do we assist our families with consistent smiles on our faces, regardless of the task? _____
- 24) Do we provide quality written information about every possible aspect of treatment? _____
- 25) Does each patient who leaves our office, go home having heard a sincere compliment? _____
- 26) When people walk in our door, do they see and hear laughter, fun and enthusiasm? _____
- 27) Do we offer coffee, tea, juice, cold water and/or snacks for our families? _____
- 28) Is our reception room welcoming, fun, clean, comfortable and friendly for everyone? _____
- 29) Do we reward little sibilings when they wait nicely, knowing they are tomorrow's patient? _____
- 30) Are New Patients **WOWED** with our exam experience from the phone call onward? _____





***Some Recommended Reading to Become the Great Team That
Creates Peak Performance and Has Fun and Harmony Doing It!***

Dealing with People You Can't StandDr. Rick Brinkman
QBQ and Flipping the Switch John G. Miller
Leadership is an ArtMax DePree
The Winner WithinPat Riley
Sacred HoopsPhil Jackson
Zapp! The Lightning of EmpowermentWilliam Byham
Lead, Follow or Get Out of the WayJames Lundy
Peak PerformersCharles Garfield
Get Everyone in Your Boat Rowing in the Same DirectionBob Boylan
The Power of Ethical Management Ken Blanchard and Norman Vincent Peale
The One Minute ManagerKen Blanchard and Spencer Johnson
Everyone's a Coach Ken Blanchard and Don Shula
Leadership by the Book Ken Blanchard
The Heart of a Leader Ken Blanchard
Whale Done! Ken Blanchard
Full Steam Ahead!Ken Blanchard
High Five!Blanchard & Bowles
Leadership 101 *and* Attitude 101 John Maxwell
21 Indispensable Qualities of a Leader John Maxwell
17 Essential Qualities of a Team Player John Maxwell
Developing the Leaders Around You *and* Developing the Leader Within You John Maxwell
1001 Ways To Reward - Energize - Motivate Employees Bob Nelson
How To Become A Great Boss Jeffrey Fox
The One To One Future Don Peppers
Good To Great Jim Collins
First Things First Stephen Covey
The One Thing You Need to Know Marcus Buckingham
Who Moved My Cheese? Spencer Johnson
Why Employees Don't Do What They're Supposed To Do Ferdinand Fournies
Hiring the Best Martin Yate
How to Win Friends and Influence PeopleDale Carnegie
Visionary Business: An Entrepreneur's Guide to Success Marc Allen
The Art of PossibilityRosamond Stone Zander
How Full Is Your Bucket? Tom Rath
Crucial Conversations Kerry Patterson
Unlimited PowerAnthony Robbins
Selling the Invisible, The Invisible Touch, and What Clients Love Harry Beckwith
The Girls' Guide to Being a Boss (Without Being a Bitch) Caitlin Friedman
Play Like A Woman, Win Like A ManGail Evans
FISH!, Fish Sticks, Fish Tales, Fish for Life Stephen Lundin
When Fish Fly John Yokoyama
Care Packages For the Workplace Glanz
The Starbucks ExperienceJoseph A. Michelli
Time Tactics of Very Successful People B. Eugene Griessman
How to Make People Like You in 90 Seconds Nicholas Boothman
Hug Your People! Jack Mitchell





Exceed the Patient Expectation ~ Win The Patient For Life



Focus Area # 3 ~ Exceeding Expectation CUSTOMER SERVICE

CUSTOMER SERVICE has become a critical aspect of all dentistry. Years ago, a practice could be considered “successful” merely by producing quality dental care, in any specialty. Today, however, the practice that wants to set itself apart from the norm AND be successful - has to create an environment where patients get that “knock-your-socks-off” treatment, every day, from everyone and at every visit. There are so many choices of Ortho/dental practices where patients can go and even if your treatment is the BEST quality available, if the patient does not LIKE YOU, they will choose another practice and sometimes, very unfortunately and sadly, forfeit your quality clinical care in making that choice. How great when you can be an office that delivers BOTH!

What does it mean to “knock their socks off in an Ortho office” to “Exceed Expectations”? Quite simply, it means that there is nothing you will not do to provide an extraordinary experience at each and every contact with your office. Not merely the FIRST visit or LAST one, but every one!

You will become *obsessed* with customer service, as Ken Blanchard tells us in his great book, *Raving Fans*. Meeting their expectations used to be sufficient ~ it worked well enough. Today the consumer is more demanding, has more choices and expects more from us, the provider. Our goal must be to create today’s *Raving Fans*, not merely yesterday’s *satisfied patients*.



Your customer service is everything your practice *is* and *does*. Yes, it is what you do; but even more, *it is who you are*. How sad if your patients are only satisfied because their expectations are so low or because no one else is doing better. Just having satisfied patients isn’t enough anymore. If you really want a booming practice, you have to create those true *Raving Fans* and to do that you must EXCEED what they expect.

The surest way to make patients fall in love with your office, come back for more and tell others how wonderful you are, is to practice the “and then some” (ATS) principle. It’s the willingness to go that extra mile that separates the true champions from the “also-rans.” There are far too many “also-ran” practices. And good news, there is still room on that extra mile for you!

*The customers’ (for us, patient’s) expectations are the baseline, so you win and keep your customers, patients, by **Exceeding Their Expectations** – by surpassing the baseline.*

- Meet Their Expectations first ~ give them what they want.
- **Exceed Their Expectations** second ~ only when you exceed the expectation will the customer (patient) give you credit for exceptional service (“And Then Some”).
- Promise less than you can deliver and then deliver more than you said you would. If you promise more and then deliver less, you’ve set yourself up for failure.

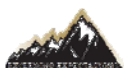
For your service to be extraordinary, knock your socks off quality, outrageous, and then some:

You must do things for your patients (your customers) that are:

Un_____ Un_____ Un_____



The more the patient feels rewarded, the greater are the odds that he or she will continue to be your patient. The less rewarded, the greater are the odds that he or she will be someone else’s patient. When every office interaction causes a patient to feel rewarded, validated, confident and pleased, the patient will continue their interactions with you to further continue those positive feelings.



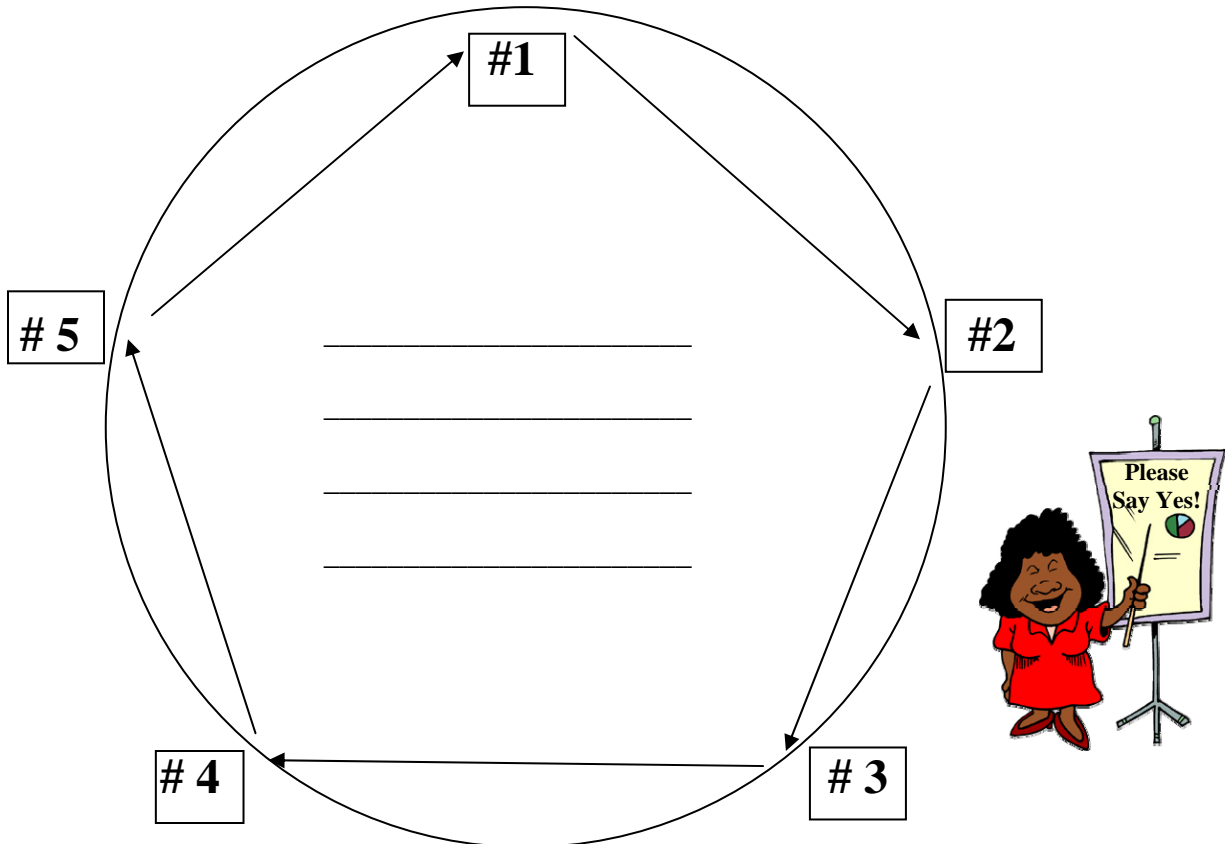
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Being successful in ANY business is all about **R**_____ and your ability to be a

M_____ of **P**_____ **R**_____ !

*15 % of one's financial success is due to technical knowledge
85 % is due to skill in human engineering, to personality & the ability to lead people
(Carnegie Foundation for the Advancement of Teaching)*

*In Ortho Practices, those people are your patients, their families, your referring offices,
the community at large and each other in the office.*



Everyone Must Provide An Extraordinary **E**_____
 For **E**_____ Patient * * * At **E**_____ Visit.

Every customer of the beauty salon, the gas station, the department store, the car dealership, the restaurant, The Broadmoor Resort, **or of yours**, expects three things to occur every time they do business with you:

- 1.) *Personal* _____
- 2.) *Operational* _____
- 3.) *Product* _____



How Can You Deliver this Great Customer Service?

Step 1 – Conceive it

*A warm, real smile
A touch on the shoulder
A compassionate word
A caring, personal note
A compliment
A sincere thank you
Water, tea, coffee, lemonade
Relaxing, plentiful chairs*



Step 2 – Believe it

*Balloons, stickers, etc. to waiting siblings
A desk to draw at or do homework, maybe Internet (with parental controls)
A comfortable, clean, welcoming, temperature-controlled reception area
Office contests, bulletin boards, team pictures, fun events, Social Media
Start with that initial phone call ~ a WOW phone call they will remember
Confirm their initial visit the night before without “confirming” it
If there will be a wait, tell them there is a wait, and then entertain them
Have ample reading materials ~ make them current and appropriate*

Step 3 – Achieve it

*A rose sent to a home
A gift certificate
A refund - undisputed
An empathetic ear
A follow-up phone call
A sincere apology with no excuse
Cookies, bagels, goodies
Toys, games, books for toddlers*

Give them books to read (cookbooks, the Chicken Soup for the Dental Soul books, nice travel books, a daily newspaper, etc.) For a great price reduction on the dental books, see my web page link ~ or call the author directly at 951.677.6300.


- 1) Get total service commitment from each team member (the toughest part)! Carefully select and heavily train your entire team. Again, this is the hardest part. Treat them well and your happy employee will be your best source of advertising and marketing. All the slick financial and marketing techniques in the world are no substitute for an army of satisfied employees (or patients). They have to be happy to market the practice and WANT to provide outstanding service!
- 2) Take a Customer Service Quiz every six months and don't settle for anything but improving scores each time you take it. Then discuss all your answers. If you don't have one, email me.

- 3) Read the books recommended today, as well as any other positive material to assist you in improving. Attend all meetings you can, pick other people's brains while you are there and buy CD's or tapes when not able to be there. Form and then attend study groups.

- 4) Network and brainstorm with others who are already doing what you *want to be* doing. Your entire team should ask colleagues and friends for their good opinions! Copy them! It's great to have role models and mentors. Ask for assistance and ideas!




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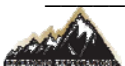
- 5) Vow to always give patients more service than they are paying for. Then do just that. Promise less, deliver more. _____
_____ 
- 6) Make your initial exam appointment an extraordinary experience. Be complete with the diagnosis, treatment plan, diagnostic records and discussion of finances. Be great communicators/relationship builders. _____
- 7) Look great, act great, be great, talk great, and perform great. Set & keep high standards for all the team. _____
- 8) Keep a positive attitude in the office. Talk needs to be upbeat, polite and happy and regarding only appropriate subjects and involving the patients at all times. _____

- 9) Dress for success – in and out of the office. Clean, sharp, crisp, professional AND appropriate. Some Ortho/dental patients have not begun treatment because of the way a team member was dressed (or not dressed)! You all are the greatest visual aid in your entire office so never doubt that people look at YOU more than the art work on your walls or your new carpet. _____

- 10) Promote yourselves both internally and externally with marketing ideas that show creativity, passion, fun and personal interaction (give stickers, balloons, birthday cards, postcards, baby cards, sympathy cards, bookmarkers, water bottles, Frisbees, tee shirts) ~ with whatever you and your budget are comfortable. Just do it! _____
- 11) Thank your patients every day for being *your* patients. They did have a choice to be anyone's patient and they chose *you*. They continue to have that choice ~ every day. Say thanks! _____

- 12) Take care of the whole person, not just the teeth, gums, or malocclusion of your patients. _____
- 13) Be good communicators/listeners. That also means do not interrupt when your patients talk to you! _____
- 14) Give the highest quality treatment at all times ~ tell your patients that you are capable and efficient and quality oriented! Then show them that you are, involve them in all decisions. _____

- 15) Think like John Nordstrom, Sam Walton of Wal*Mart, Herb Kelleher of Southwest Airlines and Walt Disney. Be visionary, creative, appreciative and thankful. _____ 
- 16) Talk to each other about what is going well and how you can improve. Review your Patient Satisfaction Surveys at every team meeting. Ask each other for constant input. Share your own personal great and not-so-great customer service stories and learn from both kinds. _____




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17) Make every deband day the way you wanted your deband to be! New patients at their exam will see this celebration so be sure it is one! Promise as a team to make all special appointments truly special and don't be afraid to lighten up! Make it FUN! Ask me how! _____

*Be the professional office that is **obsessed** with customer service & building relationships ~ not merely the one that is just thinking about it. Sitting here today will not do it.*

Know The Ten Deadly Sins of Customer Service! Prevent Them!

- | | | |
|----------------------------|---|---------------------------------|
| 1. I don't know |  | 6. You don't know anything |
| 2. I don't care | | 7. We don't want your kind here |
| 3. I can't be bothered | | 8. Don't come back |
| 4. I don't really like you | | 9. I'm right and you're wrong |
| 5. I know it all | | 10. Hurry up ... now wait! |

**Have You Been Guilty? Of course you have...you are all human.
Your team CAN eliminate negative service from their behavior and thoughts!
*That behavior is NEVER Exceeding Any Expectation.***

Be on the lookout for the "Dirty Tray Tables" in your office. Who coined that phrase? _____

- _____
- _____
- _____
- _____
- _____



Reasons Every Business Will ALL Lose Customers (Patients)

- _____ % will die
- _____ % will move away
- _____ % will develop other friendships
- _____ % will leave for fee, location and competition reasons
- _____ % will be dissatisfied with your product (*clinical treatment*)

****Over which of these do we have**
any control ???**

BUT _____ % will quit because of _____ !!



To me, the last one is the most sad and frightening and I know we have FULL control over that reason.

*It is important to do things right,
but it is more important to do the right things.*



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It basically comes down to just this:

If you can provide service that is better than your patient can get anywhere else, they won't go anywhere else. Outstanding service does not come from policy manuals. It comes from people who truly DO care and from a culture that encourages and models that type of caring and committed attitude. It takes the Right People!
Without a great TEAM, you will not be able to deliver this type of superior service.

“None of the secrets of success will work, unless YOU DO.”
(An Enemy Called Average by John Mason)

(Ok, that's more than Fifty Ideas From Bray....
Does That Make It *Fifty Shades of Bray?*)

NOTES ~

ONE THING I WILL PERSONALLY IMPROVE IN MY SERVICE DELIVERY ~



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SUGGESTED READING & LISTENING TO ACHIEVE OUTSTANDING SERVICE

(NOT ONE OF THESE BOOKS IS ABOUT TEETH, BRACES OR THE ORTHODONTIC PROFESSION
AND YET THEY ARE ALL ABOUT US!)



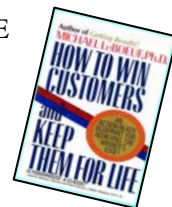
How to Win Friends and Influence People
A Passion for Excellence
Branded Customer Service
The 7 Habits of Highly Effective People
The Starbucks Experience
Time Tactics of Very Successful People
Raving Fans and Gung Ho!
Dealing With People You Can't Stand
Selling the Invisible, The Invisible Touch, or What Clients Love
Relationship Selling
How To Win Customers and Keep Them For Life
The Customer Signs Your Paycheck
Over the Top
Positively Outrageous Service or Outrageous!
Nuts!
Fabled Service
The Nordstrom Way
The Disney Way
Delivering Knock Your Socks Off Service
Coaching Knock Your Socks Off Service
144 Ways to Walk the Talk
Fish !, Fish Tales, Fish Sticks, Fish For Life!
Pushing the Envelope
The Purple Cow
Customer Satisfaction is Worthless-Customer Loyalty is Priceless
Relationship 101
Visionary Business: An Entrepreneur's Guide to Success
Hug Your Customer
Make People Like You in 90 Seconds or Convince Them in 90 Secs
Branded Customer Service
Guerrilla Marketing For Small Business
Marketing Outrageously
Selling is a Team Sport
Moms 101 (Marketing to Moms)

Dale Carnegie
Tom Peters
Janelle Barlow
Stephen Covey
Joseph Michelli
B Eugene Griessman
Ken Blanchard
Dr Rick Brinkman
Harry Beckwith
Jim Cathcart
Michael LeBoeuf
Frank Cooper
Zig Ziglar
T. Scott Gross
Kevin Freiberg
Betsy Sanders
Spector/McCarthy
Lynn Jackson
Anderson/Zemke
Anderson/Zemke
Harvey/Lucia
Stephen Lundin, PhD
Harvey MacKay
Seth Godin
Jeff Gitomer
John Maxwell
Marc Allen
Mitchell Green
Nicholas Boothman
Janelle Barlow
Jay Levinson
Jon Spoelstra
Eric Baron
Maria Bailey

The list is endless and is limited only by your initiative and determination



THANK YOU FOR YOUR COMMITMENT TO EXCELLENCE
AND FOR YOUR DEDICATION
TO BOTH YOUR PROFESSION AND YOUR PATIENTS





Exceed the Patient Expectation ~ Win The Patient For Life

Meet Your 2013 RMSO/GLAO Guest Speaker

Rosemary Bray has spent more than *30 years* employed in the dental profession, with experience in general dentistry, periodontics and orthodontics (18 years). Her last 16 years were as *Office Manager* and *Treatment Coordinator* for a quality San Diego orthodontic practice. She left in December of 1998 to begin self-employment as a speaker and consultant. She was one of the founding members of the *Pacific Coast Treatment Coordinators Study Group* and also of the *San Diego Dental Office Managers Study Club*.

She taught oral hygiene and dental care to *400 children* from *37 different countries* at the International Community School of Zurich while she and her family lived in Zurich, Switzerland for a 4 year period. A tooth brushing program was instituted in the school curriculum as a result and the program is still on going after 20 years. Those school kids are brushing!

Rosemary has lectured *nationally and internationally* on behalf of the American Association of Orthodontics, numerous orthodontic companies, various national & state dental societies, dental and ortho study groups and for her own workshops and seminars including *Ortho Camp*, held annually at a beach resort in Mexico! She has spoken on every continent except Antarctica! In 2011, she was the Staff Program Chair for the AAO Annual Session, in Chicago and has spoken at 19 AAO's. She is also a featured speaker at significant dental meetings such as Yankee, Hinman, the Chicago Mid-Winter and the ADA.

Rosemary is a Past President and Board Member of the *San Diego Children's Dental Health Association* (a non-profit, 55 year old dental clinic in San Diego which treats approximately 500 needy children each month). This is a last resort care facility which relies on donations alone to operate. In 2007, the clinic began to treat its very first Orthodontic Patients!



She is a visiting *Clinical Instructor* in the orthodontic department of the University of the Pacific, (UOP) School of Dentistry in San Francisco where she donates her knowledge and experience to the future orthodontists studying there and she speaks at many universities about the non-clinical aspects of running a successful practice. This year she was honored to also present at the GORP meeting at UNC with 501 Orthodontic residents in attendance.

She has been on the Board of Directors for the American Association of Orthodontics Foundation (**AAOF**), which supports and promotes education and research in orthodontics. Rosemary also served on the Education Committee for the Pacific Coast Society of Orthodontists (**PCSO**) and assisted in planning Annual Sessions for that society.



Rosemary is self-employed as an *office trainer and consultant* specializing in ~
New patient exams
Internal and external marketing
Outstanding customer service
Verbal and written communications skills
Team relationships, teamwork, motivation, incentives, retreats and team building

She gives *personalized office retreats and seminars* and is available for speaking engagements to a variety of professional groups. A very popular lecture is her Appreciation Seminar to thank Dental Referrals for supporting an Ortho or other dental specialty practice.

Rosemary's life and the lives of her family have been enhanced through the profession of Dentistry and Orthodontics and she continues to thank you all for that every day!

