



Speaker: Ms. Char Eash

Lecture Title: *Profitability by Job Design-Growing Your Practice as a Team!*

Synopsis:

THE POWER TO GROW AN ORTHODONTIC PRACTICE COMES FROM THE ABILITY AS A TEAM TO COMMUNICATE THE DIFFERENCE IN YOUR LEVEL OF SERVICE. WHAT SETS YOUR PRACTICE APART? HOW DOES THE TEAM COMMUNICATE THE VISION AND PHILOSOPHY OF THE PRACTICE? HOW DOES YOUR TEAM CLAIM YOUR PATIENT NETWORK? THIS COURSE

WILL PRESENT THE FOUNDATION FOR GROWTH THROUGH EACH JOB DESIGN. EACH TEAM MEMBER WILL LEARN THE COMMUNICATION SKILL SET TO PROMOTE THE SPECIALTY AT THE HIGHEST LEVEL WITHIN THEIR PRACTICE. THE ORTHODONTIC TEAM SHOULD BE SEAMLESS-WORKING TOGETHER TO CREATE THE OPTIMUM END RESULT- A COMMUNITY OF SMILES!

Course Objectives:

1. This lecture will describe from each job design within the team how communication systems will grow the practice on a day-to-day basis.
2. The internal marketing systems will be defined and a platform for "Vision Communication" established.
3. The attendee will be presented the skill set to promote the specialty of Orthodontics.

Short Biography:

Char Eash is the founder and CEO of Profit Marketing Systems South, inc., a Systems and Communication Enhancement firm for the progressive Orthodontic practice. Char works with orthodontic teams across the country 40+ weeks a year and defines systems for efficiency and profitability.

As a consultant, Ms. Eash strives to create systems that provide a positive platform for each team member to contribute to the practice at the highest level on a day-to-day basis. The practice of orthodontics must be run as a business! Ms. Eash has an extensive background in business, communication, leadership training, and systems development strategies for the progressive specialty practice. Through her training programs emphasis is placed on cultivating the talent within the team and communicating the vision of the practice to maintain profitability and efficiency.