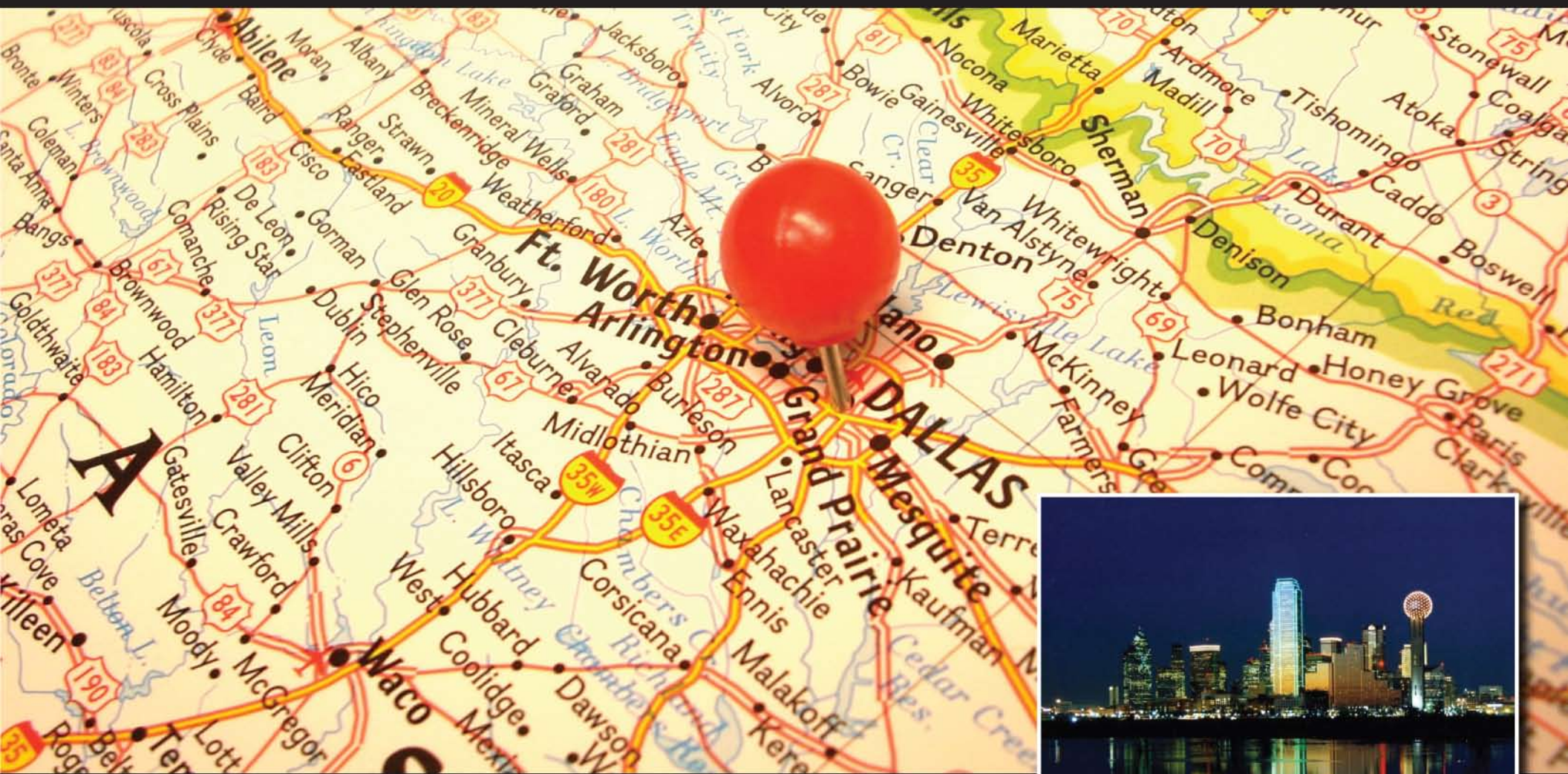


# HIGH PERFORMANCE

## DALLAS



## MODULE 1

### TEAM DEVELOPMENT

#### DEVELOPING AND REFINING YOUR PRACTICE

- o Vision
- o Mission
- o Goal setting and accomplishment
- o Leadership development
- o Accountability

#### USING EFFECTIVE COMMUNICATION

- o Personality styles
- o Active listening skills
- o Problem solving
- o Conflict resolution
- o Team meetings

#### FINDING AND KEEPING GOOD TEAM MEMBERS

- o Hiring
- o Orientation and training
- o Performance reviews
- o Benefit reviews
- o Job descriptions and responsibilities
- o Personnel policies and procedures
- o Incentive programs

#### MONITORING AND MEASURING FOR SUCCESS

- o Statistical review
- o Overhead expenses
- o Fee analysis and evaluation
- o Monitors

## MODULE 2

### BUSINESS SYSTEMS & PRACTICE PROMOTION

#### APPLYING MASTERFUL INTERNAL MARKETING TECHNIQUES IN YOUR PRACTICE

- o Verbal skills
- o Internal marketing strategies
- o Telephone technique
- o Brochures, handouts, surveys
- o Nurturing referrals

#### EVALUATING YOUR SCHEDULING SYSTEM

- o Setting a tone for profitability and stress control
- o Handling emergencies
- o Scheduling for profitability
- o Pre-blocking
- o Handling broken appointments and no-shows

#### IMPLEMENTING FINANCIAL PROTOCOLS

- o Financial policies that create commitment
- o Professional collection policies
- o Managing and understanding accounts receivables

#### BECOMING INSURANCE AWARE, NOT INSURANCE DRIVEN

- o Understanding insurance and follow up

## MODULE 3

### CLINICAL CARE

#### ENHANCING PATIENT CARE THROUGH EDUCATION

- o Hygienist's role as an educator
- o Hygiene retention and the hygiene coordinator
- o Doctor and hygiene evaluations
- o Evaluating profitable income centers

#### CONDUCTING EXCELLENT CLINICAL EFFICIENCIES

- o Maximizing clinical skills in diagnosis and treatment
- o Ergonomics
- o Communicating excellence, trust and caring

#### INVENTORY CONTROL

- o Running an effective inventory system
- o Budget for inventory
- o Relationships with suppliers

#### LAB RELATIONS

- o Communications
- o Quality control

#### EXECUTING OSHA AND HIPPA REGULATIONS

## MODULE 4

### CASE ACCEPTANCE & EXTERNAL MARKETING

#### PREPARING EXCELLENT TREATMENT PLANS

- o Tools and techniques for diagnosis
- o Technology

#### COMPLETING OUTSTANDING CASE PRESENTATIONS

- o Getting to "Yes"!
- o Verbal skills
- o Consultations
- o Role of treatment coordinator
- o Making financial arrangements
- o Tracking case acceptance
- o Maximizing healthcare financing programs

#### MARKETING THAT MOVES

- o Powerful external marketing techniques
- o Determining your practice's brand, logo, identity
- o Defining your message
- o Understanding your audience
- o Tracking your marketing efforts

#### EVALUATING YOUR RESULTS

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# THE HIGH PERFORMANCE PROGRAM

The High Performance Program is designed for total team participation. Through this approach you will find your success rates will be higher and you will begin seeing that success faster.

Practices that participate in the program will receive:

- 8 days of group coaching at a centralized location over the course of 12 months. 16 CE hours will be given for each coaching module.
- Monthly statistical support during the 12 month period to monitor your practice's systems and your growth.
- Monthly email support and a monthly conference call with a Jameson coaching expert for you and your team for 12 months.
- Jameson education material for each team member that outlines and instructs you on the 25 Business Systems on which Jameson bases its coaching success.
- 25% fee reduction in Jameson educational products and seminars.

IS THE HIGH PERFORMANCE PROGRAM RIGHT FOR YOU?

- 1.) Do you have 80-90% case acceptance?
- 2.) Is your current marketing attracting the quantity and quality of patients you are looking for?
- 3.) Is 40-60% of restorative treatment in your practice being scheduled out of the hygiene department?
- 4.) Does poor communication and/or team conflict cause stress?
- 5.) Are you providing the type of dentistry you want to provide in the way you wish to provide it?

#### SEE AREAS IN NEED OF IMPROVEMENT?

Call Jameson today to shift your practice into high gear!



FOR DETAILS REGARDING DATES AND LOCATION FOR THE DALLAS HIGH PERFORMANCE PROGRAM, CONTACT JAMESON AT 877.369.5558.

Join Jameson and its highly experienced group of experts for an innovative program developed specifically for dentists and dental teams. The High Performance Program is a dental program of education and support developed by Jameson that will heighten your practice's level of success.

- Increase your practice production.
- Improve your business and clinical systems: Collections, Financing, Scheduling, Hygiene Retention, Case Presentation and more.
- Enhance your communication skills and bring your team together to become a more cohesive unit.
- Learn how to market your practice successfully to gain the type of patient you are trying to reach.

- Take your practice to a new level of efficiency, profitability and overall success.
- Discover what is missing from your current management, clinical and business systems and implement workable systems into those areas.
- Achieve high productivity and profitability while working under less stress in your practice.
- Pinpoint areas that can be streamlined and get your entire team on the same page and working toward the same goals.
- Shift your practice into high gear.

**Introducing the Jameson High Performance Program:  
World-renowned dental experts coming to your area to take your  
practice to a higher level of performance and success.**



*We had informative and motivational speakers and wonderful support, all who invested a lot of time and effort into making it a success. Our practice benefited almost immediately after implementing some of the things we learned. We have continued to improve after each session and have made a commitment as a team to move to the next level. Thank you again for sharing your expertise and giving us the guidance and know how on bettering our office for ourselves and our patients."*

*-Omni Dental, Drs. Knott, Jones & Flenker, Council Bluffs, Iowa*