

# Creating Exceptional Patient Experiences - Learn from the best!

Presented by: The Ritz-Carlton Leadership Center®

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Co-sponsored by:



This seminar, presented by The Ritz-Carlton Leadership Center® - the world renowned organization providing a unique learning experience in service excellence and culture transformation - will help you discover ways to **differentiate your practice in a world of increasing competition and reduced fee dental plans.**

Learn about the importance of personalized experiences that will surprise and delight your patients, generate word-of-mouth marketing and grow your practice.

This 1.5 day seminar includes the following workshop sections:

Day 1: **Excellence in The Patient Experience** (DDS & Key Leadership Staff)

Day 2: Part 1: **Memorable Customer Experience** (DDS and All Staff)

Part 2: **Customer Service Reenergized** (DDS and All Staff)

Part 3: **Debrief & Facilitation** (DDS and All Staff)

**WHEN** | Thursday, April 28 - Friday, April 29, 2016  
Th 1-4pm (12:30 registration)  
Fri 9-4pm (8:30 registration)

**WHERE** | Lambeau Field • Green Bay, WI

**WHO** | Doctors (Thursday) / Doctors & Team (Friday)

**COST** | \$2,500/Doctor or first Team Member  
\$1,500/each additional Doctor  
\$200/each additional Team Member  
Friday lunch included

**Register by March 1, 2016**  
**See attached Registration Form**

This lecture based session will be eligible for 11 CE credits.  
(AGD Code: 550 Practice Management and Human Relations)

This activity has been planned and implemented in accordance with the standards of the Academy of General Dentistry Program Approval for Continuing Education (PACE) through the joint program provider approval of Dental Practice Advisors, LLC, Dental City and the Ritz-Carlton Leadership Center®. Dental Practice Advisors, LLC is approved for awarding FAGD/MAGD credit.

Approved PACE Program Provider - #354463 FAGD/MAGD Credit Approval does not imply acceptance by a state of provincial board of dentistry or AGD endorsement. 9/01/2013 to 08/31/2017. For a full refund, cancellations need to be made by 03/15/16. After 03/15/16, cancellations will only be refunded 50% of their total registration costs.

For PACE related questions contact Jennifer Valentine at 920-593-7250.



Dental Practice Advisors  
920.593.7250 | dentalpracticeadvisors.com  
Contact Jen at 920-593-7250 for more info.

# PROGRAM DETAILS

## Creating Exceptional Patient Experiences

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### Day 1: Excellence in the Patient Experience

*Audience:* **Doctors and Key Leadership Staff**

By exploring the award-winning business practices of The Ritz-Carlton, you'll discover how a service excellence culture results in a patient-centric environment, through engaged employees. You'll be guided through The Ritz-Carlton Gold Standards, the foundation of our iconic, global brand. You'll also visit our key processes such as on-boarding, employee empowerment, and patient empowerment that lead to service excellence and sustainable success. By understanding the proven strategies of The Ritz-Carlton, you will collect new insights that can be applied to your dental practice:

**COURSE OBJECTIVE**

**YOU WILL DISCOVER**

**THE RITZ-CARLTON**

**ROAD MAP FOR:**

- Differentiating your healthcare organization from the competition by consistently offering service excellence and clinical excellence.
- Developing a patient-centric culture within your organization to drive patient experience.
- Establishing robust operational systems in order to reduce mistakes, rework and improve safety.
- Ensuring patient engagement to further your organization's recognition and reputation.
- Improving your employee engagement through service values and empowerment to reduce turnover.



### Day 2, Part 1: Memorable Customer Experiences

*Audience:* **Doctors and All Staff**

The Ladies and Gentlemen of The Ritz-Carlton take service excellence to the highest levels every day. You must have your "Radar on-Antenna Up" and stay in the moment to extend personal service. This program shows you The Ritz-Carlton method for fulfilling not only the expressed but also the unexpressed wishes and needs of your patients. You will be introduced to the skills needed for authentic patient engagement. You will learn about the importance of personalized experiences that will surprise and delight your patients and can impact your bottom line. This course will show you how memorable customer service can generate word-of-mouth and help you stand out from your competition.

**COURSE OBJECTIVE YOU**

**WILL BE INTRODUCED TO**

**THE RITZ-CARLTON**

**SERVICE MODEL FOR:**

- Providing anticipatory service that creates passionate advocates of your brand.
- Crafting unique, memorable and personal experiences that prevent your patients from feeling like they are simply another transaction.
- Developing a written service strategy to ensure consistency and cultivate loyalty.
- Avoiding embarrassing loss of sales and missed opportunities by ensuring your employees are not on auto-pilot.



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### Day 2, Part 2: Customer Service Reenergized

*Audience: Doctors and All Staff*

When should your patients receive excellent service? Always. This is the most important word in service. No matter how long employees have worked in the service industry, they can always benefit by going back to the basics. Your employees must be experts in the fundamentals of customer service—offering genuine, caring service consistently. This highly interactive program focuses on The Ritz-Carlton five golden rules as well as the essential components of customer service. Every patient interaction impacts your brand, and each employee can help move your organization down the path of service excellence. By reviewing the most important skills of customer service, you will be prepared to consistently meet the expectations of your patients.

**COURSE OBJECTIVE**

**YOU WILL DISCOVER  
THE RITZ-CARLTON  
ROAD MAP FOR:**

- Practicing etiquette, civility and manners to promote a positive and engaged environment for customers and colleagues.
- Determining when to apply extra effort in order to create personalized service.
- Accepting personal accountability and responsibility for the success of your team.
- Understanding how your appearance and communication skills impact your organization's brand.
- Embracing safety, conservation, and cleanliness to create a hygienic and accident-free workplace.



### Day 2, Part 3: Debrief & Facilitation

*Audience: Doctors and All Staff*

After three informative sessions, one hour will be set aside to answer the “How” question that will likely be looming in all of our heads. Putting the three previous sessions together and sending you off in an organized way to fully understand what it will take from the Team and the Leader to create the new standard for your patient experience is essential. This session will focus on creating alignment within your Team and preparing each participant to begin making this change and learning how to make it stick.



# SPEAKERS' BIO

## Creating Exceptional Patient Experiences

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THE RITZ-CARLTON LEADERSHIP CENTER®

### John Cashion

*Corporate Director, Culture Transformation, The Ritz-Carlton Leadership Center*



**M**r. John Cashion is an international speaker and successful hotelier. He is also a genuine and caring leader who enjoys sharing his passion for service excellence with businesses and organizations throughout the world. John is a 17-year veteran of The Ritz-Carlton and has served as a Director of Banquets, Executive Director of Food & Beverage, Director of Operations Manager and General Manager of The Ritz-Carlton Residences Singer Island, Palm Beach. He has managed day-to-day hotel operations including rooms, food and beverage, meeting and special events, spa and culinary. In his current role of Corporate Director, Culture Transformation for The Ritz-Carlton Leadership Center, John teaches organizations how to implement transformational techniques for creating a sustainable, service-oriented culture. John uses humor and storytelling to not only engage audiences, but also to help them understand each concept thoroughly. John and his family enjoy golf, water sports, attending professional sporting events and living in vibrant South Florida.

# REGISTRATION FORM

## Creating Exceptional Patient Experiences

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### Attendees

Name \_\_\_\_\_ Position \_\_\_\_\_

Name \_\_\_\_\_ Position \_\_\_\_\_

Name \_\_\_\_\_ Position \_\_\_\_\_

Name \_\_\_\_\_ Position \_\_\_\_\_

Name \_\_\_\_\_ Position \_\_\_\_\_

Name \_\_\_\_\_ Position \_\_\_\_\_

*(Please attach a separate sheet if needed)*

### Practice Information

Practice Name \_\_\_\_\_

Address \_\_\_\_\_

Daytime Phone \_\_\_\_\_

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

Email \_\_\_\_\_

Total Amount Due \$ \_\_\_\_\_

**COST**

\$2,500/Doctor or first Team Member

\$1,500/each additional Doctor

\$200/each additional Team Member

*Friday lunch included.*

**Fax completed form. Then send completed form with check payable to:**

**Dental Practice Advisors, LLC • 1543 Park Place, Suite 200B • Green Bay, WI 54304**

**ATTENDANCE IS LIMITED! Registration due by: March 1, 2016**

### **ANY QUESTIONS, PLEASE CONTACT:**

**Jennifer Valentine**

Ph 920-593-7250 • Fax 877-801-0924

Dental Practice Advisors, LLC

1543 Park Place, Suite 200B • Green Bay, WI 54304

**[jvalentine@dentalpracticeadvisors.com](mailto:jvalentine@dentalpracticeadvisors.com)**

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