

# Design A New Patient Experience to Quench Their Thirst For Something Different!

With Irene Oldfather, RDH and Lisa Alvarado, Admin

If given a choice between two exact bottles of water with no visible differing factors, it's easy to see why a person would choose the least expensive bottle of water. The same is true with dental practices. Many patients believe a dentist is a dentist and a practice is a practice. That couldn't be further from the truth. To be seen as different, a practice must be felt and seen as different from the very beginning. What makes your practice different?

## MAKE YOUR NEW PATIENT EXPERIENCE YOUR BEST REFERRAL SOURCE

Creating your new patient experience that is felt first; seen second is powerful. An experience where your patient FEELS truly heard, educated and empowered. An experience built around their WANTS rather than what they 'need'. One that, without a doubt, will lead to your patients accepting your treatment recommendations, becoming your strongest advocate and your best referral source. Marketing has never been easier.

### Learning Objectives:

- Design your new patient experience that makes you different
- Learn the power of being authentically present with your patient
- Learn verbal skill to communicate YOUR difference effectively
- Reap the power of Emotional Intelligence and simple ways you can increase yours
- Discover how to give your patient what they WANT...not only what they need
- Learn how to guide your patient into writing their own treatment plan, one that focuses on THEIR wants
- Explore the power behind treatment consultations/presentations and when to quote your fee
- Field "does my insurance cover this" with confidence
- Learn the power of creative financial arrangements
- Learn to use your New Patient Experience as a great marketing tool
- Take away effective tools to empower yourself and your patient!

**Suggested Format:** Full or Half-Day, Workshop, Keynote

**Suggested Audience:** Dentist, Team Member, Spouse



People will forget  
what you **said**.

People will forget  
what you **did**.

But people will  
never forget how  
you made them  
**feel**.

— Maya Angelou



R.L. Frazer & Associates, Inc.

512-346-0455 | [www.frazeronline.com](http://www.frazeronline.com) | [irene@frazeronline.com](mailto:irene@frazeronline.com)

# Feeling Stuck? Excel to the Next Level with this Amazing Presenter

## “Success by Design”

### **Irène Oldfather, RDH** *Associate Consultant*

Is known as a dynamic and delightful speaker, a personable facilitator and an accomplished hygiene practitioner. She is recognized as a passionate Dental Hygiene Coach who helps design Top 5% Hygiene departments.



Irène connects with her audience. Her stories are real and her ideas and solutions are simple and achievable. She has natural leadership skills and is a wonderful coach for doctors/team members wishing to grow this role in their dental career.

As a team leader in Dr. Bob Frazer’s practice, she has become an expert in Applied Strategic Planning. This valuable hands on education included creating strategic plans, implementation and successfully incorporating improvements and systems into the office operations. As an Associate Consultant of R.L. Frazer for over 20 years, she has facilitated and coached hundreds of offices to reach their desired future in all departments. Irène plays a key role in the 3 day comprehensive R.L. Frazer New Patient Practicum held yearly.

Irène offers 10 programs which are centered on “value added opportunities in the dental practice”. Her topic areas include:

- The Body-Mouth Connection thru the discussion of the Health History and addressing Healthy Diets and the Sugar Epidemic.
- Communication programs: The Power of Words; Emotional Intelligence in the Dental Practice.
- General Management programs: How to Hire Eagles and Keep Them; Designing Productive Team Meetings; Annual Plans Utilizing the Strategic Planning Process.
- The Business of Dental Hygiene; Getting a “Yes” to your Periodontal Treatment Plans.

All are available in lectures and hands on format.

The unique focus of Irène’s approach is “Stewardship.” The core of Stewardship is encouraging team members to grow their leadership and their sense of “empowerment” in the practice. Her efforts have resulted in improved efficiencies and higher level of customer/patient relations, individual and team satisfaction. Doctors and team members relate well to her message and leave feeling Inspired and Excited about their opportunities in their career future.

***Rely on the Expertise of Irène Oldfather to take it to the next level.***

R.L. Frazer & Associates, Inc.

512-346-0455 | [www.frazeronline.com](http://www.frazeronline.com) | [irene@frazeronline.com](mailto:irene@frazeronline.com)