



DR. ANN MARIE GORCZYCA
Education - Organization - Implementation

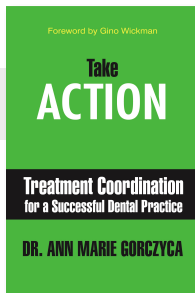
speaker packet



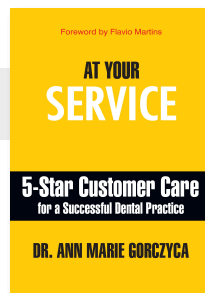
**Clinical excellence,
outstanding customer service,
a great patient experience.**

The dental environment is constantly changing. A practicing orthodontist for over 27 years, Dr. Ann Marie Gorczyca shares current practice management business strategies. Author of the books *It All Starts with Marketing*, *Beyond the Morning Huddle*, *At Your Service: 5-Star Customer Care for an Outstanding Dental Practice* and *Take Action: Treatment Coordination for a Successful Dental Practice*, Dr. Gorczyca speaks on several topics, including marketing, teamwork, treatment coordination, customer service, management systems human resource management, and clinical orthodontics.

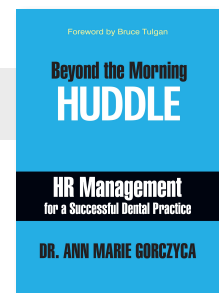
DYNAMIC PRESENTATIONS



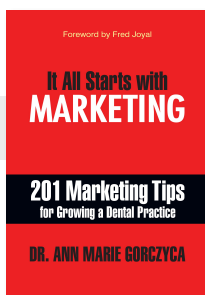
Take Action:
Treatment Coordination for a
Successful Dental Practice



At Your Service:
5-Star Customer Care for a
Successful Dental Practice



Beyond the Morning Huddle
Human Resource Management
for a Successful Dental Practice



It All Starts with MARKETING
– Tips for Growing a Dental
Practice



Do You See What I See?
Recognition, Diagnosis and
Treatment of Skeletal and
Dental Malocclusion



Take Action: Treatment Coordination for a Successful Dental Practice



Thoughtful patient engagement from the initial phone call through the exam, consistent processes for case conversion, and excellent patient care resulting in patient referrals are the hallmarks of a successful treatment coordination process.

Your delivery of patient care, including excellent team performance and finesse with financial systems, will create a loyal patient eager to refer more patients. Engage, convert, and deliver treatment coordination excellence to produce practice success.

ENGAGEMENT

Prospecting turns strangers into friends, visitors into patients. Whether you're answering the phone or conducting the new patient exam, the excellence of your service operations and the performance of your winning team will influence your new patient to start treatment. Doctor confidence and soft skills will further motivate you to take action by advocating your dentistry and leading the patient to begin care. Your influence is measured when you ask the question "Would you like to get started?"

CONVERSION

Focus on what you can do now to get your new patient started today. Ask questions to build your relationship. Show the new patient how they can afford dental care and work out acceptable financial arrangements. Doctors have the opportunity to take out the middle man and prompt the patient to start treatment while removing start barriers. Never give up on a missed exam or an unscheduled patient. Realize that with consistency of follow-up, most exams will schedule. Ask questions to eliminate patient roadblocks and excuses. Track your numbers for continued progress.

DELIVERY

Motivate and focus your team through consistently tracking key performance indicators. Delivery of services includes payment. Your collections process success will be based on consistency. Your operating discipline and inventory control will determine your practice success and profitability. Set priorities to improve treatment coordination processes. When you have happy patients in the office, ask for referrals. Monitor and improve practice metrics on a daily, weekly, and monthly basis to achieve treatment coordination goals and success.

LEARNING OBJECTIVES:

- Fine-tune the steps to an effective new patient conversion process
- Illuminate the elements of influence and how they apply to the new patient exam
- Explore patient excuses for not starting treatment and learn how to remove start barriers
- Learn to importance of multiple forms of patient follow-up
- Review effective collections techniques for minimizing accounts receivable
- Analyze key metric reports and understand their meaning
- Identify weekly team performance indicators to maximize engagement and performance

Suggested Audience:

Dentists and
Team Members

Suggested Format:

Full or Half Day;
Workshop; Keynote

"Phenomenal speaker. Very real world info." -Attendee, WRDE 2019



At Your Service: 5-Star Customer Care for a Successful Orthodontic Practice



Make a legendary customer service impression.

When your office culture, care, and climate are focused on making the patient experience your highest priority, your doctor and team of motivated and inspired service leaders will deliver five star office success. Prepare, organize, and preserve your customer service excellence to produce outstanding practice results.

CULTURE

Customers will never love your dental practice until your team members love it first. A winning culture starts with leadership and is expressed through vision, mission, action, expression of core values, and teamwork. Through positive communication, create and preserve a unique culture focused on the customer. Culture is not optional. Differentiate your practice from other offices by nurturing a culture of service.

CARE

Focus and dedicate time and attention to your customer service experience. Maximize your opportunity to create delighted, fulfilled, and happy patients. Through friendliness, appreciation, service, and surprises, optimize team engagement in providing outstanding patient care. Delivering amazing service consistently elevates your practice to the level of excellent.

CLIMATE

By creating a climate of team empowerment, customer service management systems are implemented to eliminate mistakes, rework breakdowns, inefficiencies and unwanted variations in the daily schedule. By prioritizing your customer service areas of improvement, consistency is created. Five star customer service is more than a business strategy, it is a philosophy that touches the human spirit.

LEARNING OBJECTIVES:

- Analyze the elements of leadership and teamwork: trust, ownership, communication, alignment, results and excellence
- Learn the 10 most powerful phrases of customer service
- Discover how to listen, understand and respond to successfully handle complaints
- Explore the exceptional new patient experience – *don't leave it to chance!*
- Learn the Four C's of improving systems: collecting, compiling, communicating and correcting
- Develop a climate of care backed up by actions which foster patient loyalty

Suggested Audience:

Dentists and
Team Members

Suggested Format:

Full or Half Day;
Workshop; Keynote

*"I loved this course! **Great information**, interesting lecture, engaging class! I would love to see her again!" -Dorothy B.*

"Superb pearls to enhance the quality of your patient experience." -Dr. Jay Bowman



Beyond the Morning Huddle

Human Resource Management for a Successful Dental Practice



Human resource management is complex. A thorough understanding of HR will help you conquer this challenge. In clinical practice for over 25 years, orthodontist Dr. Ann Marie Gorczyca shares HR experiences, strategies and solutions to help your dental practice be the best it can be.

Join us to learn the management tips, risks and policies needed to protect and promote performance and teamwork in your practice.

RECRUITMENT

By giving time and attention to the hiring process, the doctor and team implement a strong system which selects the best candidate to strengthen the team.

- Learn the 12 step hiring process for acquiring outstanding new team members

INTEGRATION

Within the first 90 days of employment, an effective training and feedback process must be implemented to ensure that the new hire is a long-term asset to the dental team.

- Review the critical role of an up-to-date team handbook

MANAGEMENT

Day to day HR management takes time, effort and consistency to build trust, confidence and job satisfaction. Enhance performance with acknowledgement and appreciation, as well as setting clear standards and goals.

- Review strategies for one-on-one immediate feedback, cross-training, attendance and motivation

FEEDBACK

Build trust, communication, commitment, accountability, results and excellence.

- Create a culture of accountability by utilizing 360 degree reviews to foster desirable work behaviors and eliminate undesirable ones

EMPLOYMENT LAW

Be aware of state and federal employment laws and how they apply to you in the dental office.

- Learn how to interpret references, make good hires, prevent unemployment claims, and terminate legally

RESOURCES

Control your #1 overhead expense: employment costs. The smartest resource decision you can make is to hire based upon performance.

- Learn how to organize performance assessments and HR benefits

LEADERSHIP

As a leader, one must inspire motivation, confidence and development of team members.

- Create a positive work environment which is productive, stress free and incorporates work life balance

Suggested Audience:

Dentists,
Office Managers
and Team Members

Suggested Format:

Full or Half Day;
Workshop; Keynote

"Quality content describing the real-world HR experience." -Dr. Howard Farran



It All Starts with **MARKETING** – Tips for Growing a Dental Practice



The business of dentistry is more competitive than ever.

All dentists and team members will benefit
from an in depth understanding of marketing.

The dental environment is ever-changing. A practicing orthodontist for over 25 years, Dr. Ann Marie Gorczyca shares concepts, experiences and strategies to gain new patients and grow your practice from the ground up. Applying these marketing principles will help you achieve your goals. Join us and learn a **strategic, organized approach** to effective dental marketing which includes the following key areas:

COMMUNITY

New patients need to discover you, get to know you, and learn your story. Dr. Gorczyca discusses the A, B, C, D, E's of dental public relations marketing which include: *Any Time/Any Place, Brand, Communication, Discovery, and Experience*. These tips will bring your dental practice out into the community and the community into your dental office.

RELATIONSHIPS

Your interactions which educate, communicate, participate, produce, and thank referring colleagues are powerful for creating referrals. Your respect and enthusiasm for the doctors with whom you work will lead to better interdisciplinary dental teamwork and produce not only more referrals but also a higher degree of case acceptance and patient happiness.

PATIENTS

With attention to your patients, their experience in your office, and the things they love, the doctor and team implement a strong internal marketing system. Dr. Gorczyca's tips will help you create a warm, happy, fun dental office environment where patients feel well cared for, loved, and motivated to refer their family and friends.

LEARNING OBJECTIVES:

- Learn ways to participate in the community to build practice awareness.
- Gain insights for networking with your dental and medical colleagues.
- Understand what patients love and what motivates them to endorse your practice to their family and friends.
- Recognize the many roles which the dentist, team members and patients play that contribute to the gaining of new patients.
- Create your individual marketing calendar for implementation in your dental office.
- Know how to make your patients feel special, your team more engaged, and your office just a little more fun!

Suggested Audience:

Dentists and
Team Members

Suggested Format:

Full or Half Day;
Workshop; Keynote

*"Ann Marie takes a **scientific approach** and applies it to dental practice marketing."* –Fred Joyal



Do You See What I See?

Recognition, Diagnosis and Treatment of Skeletal and Dental Malocclusion

Have you ever started an orthodontic case
only to realize it was *not as simple* as you had thought?

Do you have a patient who is unhappy with their
final results **AFTER** orthodontic treatment?



Skeletal structure often dictates the orthodontic diagnosis and treatment plan. Board Certified Orthodontist, Dr. Ann Marie Gorczyca shares the warning signs that will help you choose the ideal orthodontic options for your patients. Starting with careful evaluation of the facial profile and limitations of orthodontic tooth movement, we will review the importance of cephalometric analysis and the reasons for tooth extraction and orthognathic surgical procedures. Create beautiful results. It's a win-win-win for everyone: patient, general dentist, orthodontist and other specialists.

Every orthodontic problem has a solution.
Every patient can be treated efficiently to an ideal result.

"Dr. Gorczyca is fantastic. I thoroughly enjoyed this lecture." -Attendee

LEARNING OBJECTIVES:

- Understand cephalometric analysis
- Diagnosis and treatment plan for facial and dental esthetics, as well as functional occlusion and long-term stability
- Recognize the ease and viability of orthognathic surgery and distraction osteogenesis procedures as ideal treatment options for sleep apnea, skeletal Class II, asymmetry, open bite, maxillary constriction, genioplasty, prognathism, skeletal Class III, and cleft palate
- Understand when dental extractions will produce the most beautiful results
- Appreciate the benefits of orthodontic detailing for an excellent occlusion
- Acquire a higher level of orthodontic acumen and produce greater patient satisfaction



Suggested Audience:

All Dentists,
Orthodontists,
Specialists and
Team Members

Suggested Format:

Full or Half Day;
Workshop; Keynote

Clinical excellence, outstanding customer service, a great patient experience.

Dr. Ann Marie Gorczyca is a Clinical Adjunct Professor of Orthodontics at the Arthur A. Dugoni School of Dentistry, University of the Pacific, where she speaks on clinical and practice management topics including marketing, teamwork, treatment coordination, customer service, management systems and human resource management and clinical orthodontics. She is author of the books *It All Starts with Marketing*, *Beyond the Morning Huddle* and *At Your Service: 5-Star Customer Care for an Outstanding Dental Practice*.

In teaching and clinical practice for over 29 years, Dr. Gorczyca is formerly a faculty member at UCSF School of Dentistry and has received teaching awards from UCSF and University of the Pacific Dental Schools. She is a Diplomate of the American Board of Orthodontics, a member of the Angle Society of Orthodontics, and a member of the Society of Human Resource Management (SHRM).

A graduate of Wellesley College, Harvard School of Dental Medicine, and Harvard School of Public Health, Dr. Gorczyca completed her advanced orthodontic residency and received a Master of Science degree in Oral Biology from Northwestern University. She also has a Master's Degree in Public Health in Health Management and Policy.

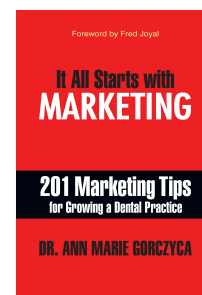
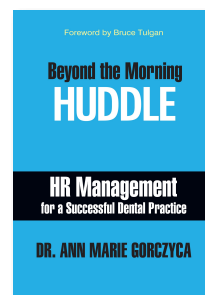
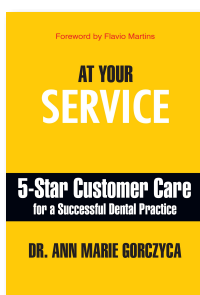


PROFESSIONAL AFFILIATIONS

- American Board of Orthodontics
- Edward H. Angle Society of Orthodontists
- Advanced Education in Orthodontics (Roth Program in Functional Occlusion and TMD)
- American Association of Orthodontists
- Seattle Study Club
- Pacific Coast Society of Orthodontists
- California Association of Orthodontists
- American Dental Association
- California Dental Association
- Contra Costa Dental Society
- National Board Testing Construction Committee for the American Dental Association

PAST PRESENTATIONS

- American Association of Orthodontists Annual Sessions (2011, 2012, 2014-2019)
- ORTHO 2 Users Group Meeting (2015-2019)
- Great Lakes Society of Orthodontists (2017)
- Midwest Society of Orthodontists (2017)
- Northeast Society of Orthodontists (2016)
- Pacific Coast Society of Orthodontists (2016)
- Southwest Society of Orthodontists (2017)
- All Star Dental Academy - Podcasts (2014)
- Howard Speaks - DentalTown Podcast (2015, 2016, 2018)
- Sesame Communications - Webinars (2014)
- The Best Practices Podcast (2017)
- The Delivering WOW Podcast (2017)
- The Passionate Dentist Show - Podcast (2014, 2016)
- Orthodontic Pearls (2018)



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"Dr. Gorczyca's marketing presentation was **informative, interesting, and fun**. I look forward to attending another one of her presentations."

Dr. Melissa Wu Bailey

"**Fantastic speaker!** Very valuable information. I will purchase her book! "

Denise



"**Truly an epic experience that will help shape your future...** Thank you, Dr. Gorczyca, for the outstanding lecture at Arthur A. Dugoni School of Dentistry to the second year orthodontic residents. We learned about amazing, life time experiences from a great example of a very successful practitioner. Your emphasis on 'outstanding professionals serving valued patients' with the goals: clinical excellence, outstanding customer service and a great patience experience, is important. Thank you for sharing this valuable knowledge."

Dr. Walied Touni

"**She is an inspiration.** Dr. Gorczyca is a wonderful orthodontist and a great speaker!"

Dr. Immi Song

"**Great program, great format.**
Loved the program."

Dr. Charlie Ruff

"I learned a lot of ways to implement Dr. Gorczyca's tips and suggestions in our office. I will be immediately implementing one of her tips. **GREAT ideas!**"

"Good information... **Easy to follow.**"

"The presentation was **very informative** and I intend to implement a lot of Dr. Gorczyca's ideas into our practice."

"There were many things that I learned that we can implement in our practice. I enjoyed the webinar with the **fresh ideas** presented by the doctor."

"**Well organized.** I think Dr. Gorczyca is a good speaker, good speed and cadence. Broad enough, but includes specifics from her own practice."

"I loved Dr. Gorczyca! Very clear, great delivery. Serious subject with humor." -Christine T.

"I loved Dr. Gorczyca. Informative, funny, interesting topics." -Amy C.

"Excellent material, excellent delivery." -Brook S.

"A great lecture. Our staff thoroughly enjoyed themselves." -Dr. Paul Perry

"Informational meeting. Looking forward to your next one." -Denise Petee Perry

"**Great speaker** and good information!!"