



KEVIN SPEAKS DENTAL
EMPOWERING TODAY'S DENTAL ASSISTANTS



SPEAKER PACKET

Kevin Henry

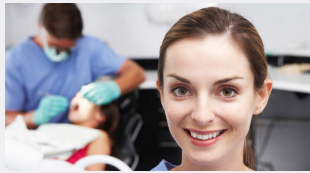
Empowering Today's Dental Teams

The dental industry is in a state of flux that rivals any other time in dental history.

When dental team members produce at a high level, feel job satisfaction and understand industry trends, practice profitability increases.

Kevin Henry's insider perspectives, tips and tools help participants overcome obstacles in dentistry's changing landscapes. With 16 years in the dental publishing industry and as an advocate of today's dental assistant, Kevin speaks to dental audiences across the nation on topics that empower dental teams.

PRESENTATIONS



Defy Gravity: Don't Let the Demons of Dental Assisting Get You Down



Solving the Three Most Common Battles between the Front and Back Office



The Top 10 Mistakes Dental Practices Make... and How to Avoid Them



Insider Perspectives: State of the Dental Industry



"I could appreciate that Mr. Henry understands the pitfalls of the industry. He gave us some real tangible tools to help us work through some issues that arise in our field."



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Defy Gravity: Don't Let the Demons of Dental Assisting Get You Down

Dental assistants want to be compensated fairly, feel respected and look forward to the work they love to do.

Every day, dental assistants face a variety of challenges in their job. How those challenges are met can affect the professional and personal lives of these valuable team members. In this fast-moving and interactive course, dental assistants will learn how to identify the issues that can "get under their skin" and how to deal with them.

We'll explore the typical dental assistant's four main job-related concerns (money, respect, teamwork and attitude) and identify steps to embracing one's own potential and leadership mindset. Additionally, dental assistants will learn why they are a key part of the dental practice's business success and what they can do to not only enhance their own careers, but also the bottom line of the business.

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“Kevin is a fantastic speaker. He is keenly aware of the challenges that dental assistants face every day. Not only does he address tough topics, more importantly the attendees leave the class feeling encouraged. Kevin holds the attention of his audience with enthusiasm. It's speakers like him that are advancing the dental assisting profession.”

-Kristen Barden, FAADOM



Course Objectives:

- ▶ Identify on-the-job challenges that could affect performance and happiness
- ▶ Understand the steps that can be taken to minimize the effects of those challenges
- ▶ Explore how to have a more productive and fulfilling career as a dental assistant

Suggested Format:

Up to Half-Day; Interactive Lecture Format

Suggested Attendees:

Dental Assistants; Dentist and Team



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Solving the Three Most Common Battles between the Front and Back Office

When there is turmoil between the front office and the back office, *patients feel it.*

Patients sense frustration and see it on our faces when we're disappointed in a team member or even our doctor. Tension and stress divide a team, impacting productivity, profitability and patient care. Together, we will define and develop standards for the well-calibrated team.

Ignite your team, turn conflict into cooperation and realize your full practice potential!

In this interactive, energizing course, Kevin and Dayna share clinical and administrative systems that strengthen respect, clarify expectations, remove roadblocks and leave both teammates and patients feeling better about the interaction. These simple, powerful tools and protocols can be implemented in the office immediately, transforming your team from frustrated to fantastic!

Dayna Johnson, founder and CEO of Novonee and principle consultant for Rae Dental Management, is one of the country's most trusted practice management consultants, professional speakers, and published authors. She has helped dental offices around the country transition down the path to paperless. Dayna channels her passion for going chartless to help fulfill her clients' goals and increase their profitability.

With more than 20 years of experience in the dental industry, Dayna's passion for efficient, consistent, and secure systems is grounded in personal understanding and professional expertise. With a direct, pragmatic approach, Dayna helps clients develop standardized protocols for all practice management systems.

She authors the national Dentrix Office Managers blog and moderates the Premier Dentrix Online Community.



Course Objectives:

- ▶ Identify the daily challenges that affect team performance, productivity and patient care
- ▶ Dissect each battle and learn how to create systems the entire team can agree on
- ▶ Learn how to put these systems in place and attain cohesiveness in your team
- ▶ Practice verbal skills that will create better communication between your team members and build trust with your patients
- ▶ Discover how every team member can feel valued at the end of the day

Takeaways:

- ▶ Sample verbal skills to take back to the office and practice with your team
- ▶ Tips to use with your practice management software

Suggested Format:

Up to Half-Day; Interactive Lecture Format

Suggested Attendees:

Doctor and Team



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The Top 10 Mistakes Dental Practices Make... and How to Avoid Them

In his 16-plus years serving as the managing editor of Dental Economics and group editorial director for Dental Products Report, Kevin Henry has seen a lot of mistakes made by dental practices around the country. Some have caused a practice to lose team members. Some have caused a practice to lose a significant amount of money. One even cost a dentist his license.

Learn how to avoid the mistakes these practices made in this fast-paced, informative lecture that will have audiences thinking about the way they do business. No one likes to admit they're doing something wrong. In today's competitive environment, dentists and dental team members need to know what they're doing right ... and what can be improved.

Course Takeaways:

- ▶ Solid practice management ideas that can be quickly implemented into the practice
- ▶ A worksheet that lists some of the most problematic areas in the practice ... and how to avoid those problems



Course Objectives:

- ▶ Explore the biggest mistakes that cost a practice countless hours and resources
- ▶ Identify how to avoid these mistakes in your practice
- ▶ Learn which systems must be in place and how to maximize cohesiveness in your team
- ▶ Develop verbal skills that foster communication between team members and build trust with patients
- ▶ Discover how every team member impacts the bottom line of the practice ... and has a direct impact on the practice's success or failure

Suggested Format:

Up to Half-Day; Interactive Lecture Format

Suggested Attendees:

Dental Assistants; Dentist and Team



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Insider Perspectives: State of the Dental Industry

With the rapid growth of group and corporate dental practices, how will smaller, solo practices maintain their patient base and keep up?

ICD-10 is coming! All practices must incorporate the new system, yet there is much confusion as to how to code for insurance reimbursement.

The dental industry is in a state of flux that rivals any other time in dental history. With changes in the insurance industry, group practices growing at astonishing rates, and patients becoming more and more knowledgeable and thrifty with their dollars, it can be a tough time to be a dentist or dental team member. However, it is possible to overcome obstacles and make this year the best your practice has ever seen.

In this fast-moving presentation, industry experts Kevin Henry and Teresa Duncan bring insight and help attendees understand what's really happening in dentistry and what trends should be taken note of ... and which can be ignored. Using real data from the best sources available and exclusive survey results, Kevin and Teresa present information that simply can't be found elsewhere.

Co-Presented with Teresa Duncan, MS

With over 20 years' experience in healthcare, Teresa Duncan's areas of expertise include revenue protection and helping practices establish solid management systems.

- *Dental Product Reports* - Insurance Editor
- DALE Foundation - Founding Trustee
- Association of Certified Fraud Examiners - Member
- Academy of Dental Management Consultants - Member
- National Speakers Association - Member
- American Association of Dental Office Managers - Educational Content Adviser
- Named to DPR's Top 25 Women in Dentistry



Course Objectives:

- ▶ Learn why shifting demographics of today's dental patient and the next generation of dentists will affect your practice
- ▶ Pinpoint the impact ICD-10, SNODENT and other regulatory changes will have on your business
- ▶ Discover how group practices are growing and changing dentistry's landscape
- ▶ Explore real-time practice-management trends that will boost your practice's bottom line

Suggested Format:

Up to Half-Day; Interactive Lecture Format

Suggested Attendees:

Dentist and Team



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Kevin Henry

An advocate of today's dental assistant, Kevin Henry speaks to dental audiences across the nation on topics that empower dental assistants, helping them recognize the leadership role they hold in the practice.

With 16 years in the dental publishing industry, Kevin is the former group editorial for UBM Medica's dental division, consisting of: Dental Products Report, Modern Dental Assistant, Dental Practice Management, Digital Esthetics, Modern Hygienist, Modern Dental Business, and more. He was named as one of the top five influential voices in the industry on Twitter (@kgh23).

In Kevin's former life, he was a public relations director for NAIA, a national small college sports organization. He is currently a beat writer for the Colorado Rockies and the Denver Nuggets. Living in Colorado, Kevin loves to be outdoors whether it be hiking, skiing or white water rafting.



"Excellent speaker and the presentation was excellent. It was nice to have all the participants involved with the class."

Presentations (Partial Listing)

- Academy of Dental Management Consultants
- American Association of Dental Office Managers
- Buffalo Niagara Dental Meeting
- Charter Oak (Connecticut State) Dental Meeting
- Eco-Dentistry Association
- Mid-Continent Dental Congress
- Oregon Dental Conference
- Organization for Safety, Asepsis and Prevention (OSAP) Symposium
- Pacific Northwest Dental Conference
- Rocky Mountain Dental Convention
- Sikka Summit
- Speaking Consulting Network
- Western Regional Dental Convention
- Yankee Dental Congress

Memberships

- Association of Healthcare Journalists, Member
- Speaking Consulting Network, VIP Member
- Academy of Dental Management Consultants, VIP Member



Great Reviews:

"I really enjoyed attending Kevin's course along with my dental assistants. Fun and interactive, the course also enlightened me as to the perspective of dental assistants on their role as part of the dental team."

-Jeff Rosow DMD

"Enjoyable, interactive, and a great opportunity to network and share with other dental assistants."

-Lois Villa CDA

"I loved the class. Amazing speaker and communicator."

"The class was great! Very helpful and interactive."



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- ▶ Founder and Past-Editor, Modern Dental Assistant
- ▶ Founder and Past-Editor, Dental Assisting Digest electronic newsletter