



A new patient experience.

Presented by: Dr. Robert Frazer, Jr., Dr. Ryan Coulon, & Dr. Donald Taylor

Workshop at a glance.

You only get one shot at a first impression. A first encounter is a pivotal moment, with the power to make or break a relationship. Particularly in the doctor-patient relationship, a first impression is vital to trust-building, and this is important because when patients feel safe, connected and cared for, they are able to engage more creatively and collaboratively with their health. When patients engage in collaborative and high-trust conversations, it is much easier for them to envision their best possible health, free from the restraints of fear and finances. This is why we teach our doctors and dental teams to address the health of the doctor-patient relationship first.

Building trust with patients lies at the heart of what we teach in the **New Patient Experience Workshop**. Trust is the foundation of strong relationships, and building trust is both an ART and a SCIENCE.

The neuroscience of behavior is an emerging science with more being discovered every day. For example, research shows that consumers make all big-purchase decisions based on emotions, but that they can rationalize these decisions with just enough logic to justify the purchase to themselves and their loved ones: fascinating, isn't it? There has also been a great deal written about the influence of neurochemicals in our conversations and feelings of trust with other people, and in this course, we will highlight Paul Zak's work on Oxytocin from his book *Trust Factor* and Judith Glaser's work on *Conversational Intelligence* to equip you with the tools to build stronger relationships.

In this course, we will take you deeper into the process of how patients make decisions, so that you can create your own unique New Patient process. There is a certain order and structure to how trust-building conversations take place, and when they happen in the correct order, the chances of helping your patients choose the best treatment for themselves increases. By the end of the second day, you will have learned the time-tested principles which will enable you to create positive doctor-patient relationships based on trust and be able to create a truly remarkable New Patient Experience for your practice.

Takeaways.

DEVELOP

a customized system for bringing new patients into your practice in a way that builds trust and transforms the way they view the doctor-patient relationship forever.

MOVE

people to routinely choose complete quality care regardless of third party restraints and/or a difficult economy.

IMPACT

your team and practice culture by learning and demonstrating the power of positive connections and conversations.

INSPIRE

patients to consistently choose your best and finest care by helping them to understand that they are worth it.

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workshop registration.

May 17 - 18, 2019

8:00 a.m. - 4:30 p.m.

Embassy Suites Hilton

Austin Arboretum

9505 Stonelake Blvd.

Austin, Tx. 78759

Name: _____ Preferred name: _____ Title: _____

Address (street): _____

City: _____ State: _____ Zip code: _____

Office phone: _____ Email: _____

Cell phone: _____ Website: _____

AMEX Discover Mastercard Visa

CC# _____ Exp: _____ CVV: _____

Address (if different from above): _____

Doctor + 2 team members = \$2,647

2nd Doctor same office = \$1,250

Additional team members = \$987 x _____ = Total investment: \$ _____

Email Completed Registration Forms to: **Register@insperoteam.com** or call (512) 346-0455.

Visit us on the web at www.InsperoTeam.com for more information.

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