



A transformational new patient experience.

September 25-26, 2025

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

*4505 Holiday Hill Road
Midland, Texas*

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.

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.

Work directly with the Inspero team -
[Dr. Ryan Coulon](#) (Pankey/Spear trained)
and [Lisa Alvarado](#) -
as they share and demonstrate the NPE!

More information and registration information at:

[The New Patient Experience](#)

Send questions to:

Jason@insperoteam.com

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.



Transforming Fear Into Trust: Oxytocin & Your New Patient Experience

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.

During the two-day "New Patient Experience Workshop - The Neuroscience of Behavior & Treatment Acceptance," we will teach you and your team how to apply Emotional Intelligence and harness the knowledge of neuroscience for a thriving, insurance-independent practice. You will learn how to convey trust from the first phone call all the way through to the collaborative consultation. Along the way, you will also learn how to interpret value at every step in a truly remarkable, impactful, clarifying, and consistent way for every patient, every time... such that your patients will routinely choose your best and most complete care – at an appropriate fee – regardless of third parties.

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.

Learn how patients make decisions, so that you can create your own unique New Patient process.

Learn how trust-building conversations take place, and when they happen, to help your patients choose the best treatment for themselves.

Learn 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.



Work directly with the Inspero team -

[Dr. Ryan Coulon](#) (Pankey/Spear trained)
and [Lisa Alvarado](#) -
as they share and demonstrate the NPE!

More information and registration information at:

The New Patient Experience

Send questions to:

Jason@insperoteam.com



Sample Day: 8:30am- 4:30pm

8:30 AM Welcome and Logistics

- Introduction and Overview
- What are your expectations of this workshop?

Overview of Workshop

- Inspero Model Principles
- Elements of NPE

Inspero Model Principles

- A New Mindset and the Neuroscience of change
- Co-Discovery

EI Transforming Fear into Trust

Co-Discovery- Conversational Intelligence/ Agility

The NPE Introduction

- Critical Pathway
- Three Levels of Care
- 3 Part Process
- Team Member Roles

New Patient Phone Call

- Overview
- Demo
- Practice- Your turn!

Pre-Clinical Appointment

- Overview
- Demo

4:30 PM Close Day 1



Ryan Coulon DDS
Primary Facilitator
Inspero CoFounder



Lisa Alvarado
Facilitator
Empower Choice Owner