

Make Your Patients Members of “AA”

Though many dentists would like to fill their schedule with new patients, they often struggle with getting referrals.

In this presentation, Dr. Donna Galante will share strategies for creating patients that are members of your Ardent Admirers Club. This group of patients (about 20 percent of your practice) will be the ones that stay, pay, and refer 80 percent of your total referrals. Ardent Admirers have a strong devotion to your practice and will talk about you with passion to their friends and family.

Dr. Galante, board-certified orthodontist and co-owner of one of the top 1% revenue generating practices in the U.S, shares strategies that she used to grow her own practice. Learn the three “E’s” that referral-seeking practices must provide to patients: Exceptional Experiences, Education, and Excellence. In addition, attendees will learn about promotions, programs, and events that will create ardent admirers in their own practice. Attendees leave with a renewed energy and focus, plus actual strategies to get patients to become ardent admirers for life.



“Dr. Donna is an energetic, dynamic speaker - she truly engages her audience with pearls of wisdom, laced with humor, when sharing her philosophy on Making Patients Members of AA...her suggestions on turning patients into ‘Ardent Admirers’ were easy, simple, and cost effective for practices large or small...Bravo!”

- Linda Coble; TOPS Ortho Fest



LEARNING OBJECTIVES:

- ❖ Learn how to deliver an extraordinary experience in your practice that will make it THE place for dentistry
- ❖ Understand how to get your employees to deliver exceptional patient experiences each and every day
- ❖ Discover how to establish a culture of excellent and over-the-top service without spending a fortune in time and money
- ❖ Explore why today’s most successful practices are those with patients who are ardent admirers
- ❖ Learn the top three strategies for creating a culture of fans of your practice
- ❖ Identify why your leadership is the ultimate key to a successful and thriving practice
- ❖ Focus on the promotions, programs, and events that create loyal patients
- ❖ Learn why education and communication are responsible for consistently growing your patient base

Suggested Audience: Dentist and Team

Suggested Format: Full or Partial Day; Workshop, Keynote