



## Janet helps Dental Practices turn Patient Care into Profitability

Janet empowers her audiences with the creative communication and leadership soft skills crucial for the business of dentistry and professional growth. From ***Selling Dentistry*** (The elephant in the room no one wants to talk about) to ***The ABCs of DSOs*** (Foundational building blocks for Groups on the Grow), Janet helps dental practices and groups utilize the power of soft skills to:

- Elevate Patient Care
- Increase Case Acceptance
- Cultivate Dynamic Team Culture
- Boost Productivity & Profitability

Choose from her presentations below or contact her office to learn more about customizing a presentation for your group. Help your attendees master the soft skills to effectively communicate with and lead their groups, teams and patients.

***Unlocking peoples' potential | Unlocking groups' potential***

"Listening to Janet Hagerman is a pleasure. The elegance in the way she presents her ideas, the clarity with which she conveys her approach to the dental business and her warmth and humanity make her an extraordinary lecturer. "

Dr Luis Enrique Bernal Camacho  
Keralty Dental, Bogota, Columbia



Contact Janet to speak to your group or practice today  
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## Available Courses

### Selling Dentistry – Ethically • Elegantly • Effectively

#### Increase Patient Treatment Acceptance

Demystify the sales process

Turn treatment plans into treatment

Stop needed dentistry from walking out your door!

Selling Dentistry teaches dental professionals the soft skills needed to make meaningful connections that change patient behavior to say YES to your dentistry. Janet's communication and presentation strategies will propel your practice, profits and, most important, patient care.

### ABCs of DSOs for Groups on the Grow

#### Assisting dental groups establish a foundation for comprehensive and profitable growth

Janet understands your DSO challenges, plus a few you may have not even considered yet. Janet teaches emerging (small to mid-size) groups and DSOs to establish the foundational building blocks for comprehensive growth, with efficient and consistent clinical and business systems. Janet's expertise in coaching health care professionals and management worldwide on communication and leadership "soft skills" provides proven, effective, and easy to implement strategies for success. The ABC's of DSOs is a blueprint for Groups on the Grow, helping them achieve a reputation of quality patient care and a dynamic team environment resulting in sustained profitability.

### Meetings Make Money

#### ... and Productive, Patient Centered, Profitable Practices

Meetings can and should make money. In this informative, interactive and entertaining presentation, Janet shares systems and step-by-step guidance for creating effective practice meetings. *Meetings Make Money* helps dentists, young or seasoned, solo or group, tap into the potential of their teams through the power of effective, productive and profitable meetings.

**This course will help you to bloom your practice(s) with fun, energizing, productive and profitable meetings.**

### Fractional CHO

#### Essential Building Blocks to Transform your DSO Hygiene Chaos into your DSO Hygiene Goldmine

In this course you'll learn how your DSO can work with a fractional CHO(Chief Hygiene Officer), to develop a high functioning profitable hygiene department positioned for same store growth and acquisition scalability with consistent and profitable patient-centered systems. As a Fractional CHO, I utilize my past DSO experience to teach emerging DSOs how to create a hygiene department that will include a corporate team, and systems that are profitable, consistent, and scalable!

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# **Selling Dentistry – Ethically • Elegantly • Effectively**

Increasing Patient Treatment Acceptance  
for Dentists and their Teams

## **Dental case acceptance across America averages only 30-50%! Is this you?**

If you're like most dentists and dental teams you definitely want to sell your treatment plans to your patients but you hate sounding salesy. Patients come to you for your professional advice, listen nicely to your patient education and leave without scheduling treatment – the back-door syndrome. Selling Dentistry teaches dental professionals the communication soft skills needed to make meaningful connections that change patient behavior.

- **Are you tired of needed dentistry walking out your door?**
- **Do you want to sell more dentistry without sounding pushy?**
- **Does it drive you nuts when your patients don't follow your expert advice?**
- **Would you like to maximize the potential of your team to peak performance?**

Selling Dentistry is a fun filled course of inter-active adult learning and practical content you can use tomorrow. Learn game changing and easy-to-implement strategies that help patients say YES to your dentistry. Janet's communication and presentation strategies will **propel your practice, profits and, most important, patient care.**

### **Learn:**

- Why patient education doesn't always work, and what to do about it
- How to develop effective yet comfortable sales skills
- How to triple treatment case acceptance
- How to utilize focused communication for patient compliance
- How to Sell Dentistry from the Heart
- How to get your patients to say yes to your dentistry
- How to discover the potential in yourself, your team and your patients
- How to increase production and profitability while increasing patient care
- How to cultivate a culture of greatness

Demystify the sales process

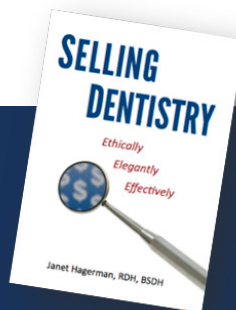
Turn treatment plans into treatment

Stop needed dentistry from walking out your door!



### **Audience:**

Dentists, dental teams, DSO managers



### **Formats:**

1-2 hr presentation  
1/2 - full day workshop  
Customized coaching

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## ABCs of DSOs

for

### ***Groups on the Grow***

Assisting dental practices and groups establish a foundation for comprehensive and profitable growth



Whether your passion is the practice of dentistry or the business of dentistry  
the cornerstone is the same  
**GROWTH**

#### **How do you develop 1-5 successful practices to 10-20 practices with room to grow?**

Where and what are the growing pains? How do you foster a culture of profitability yet still promote ethical conduct and enhance the patient's experience? How do you train your group to manage growth, be reliably profitable and promote a strong company reputation that creates loyal patients and employees?

Janet understands your DSO challenges, plus a few you may have not even considered yet. Janet teaches emerging (small to mid-size) groups and DSOs to establish the foundational building blocks for comprehensive growth, with efficient and consistent clinical and business systems. Janet's expertise in coaching health care professionals and management worldwide on communication and leadership "soft skills" provides proven, effective and easy to implement strategies for success. The ABC's of DSOs is a blueprint for Groups on the Grow, helping them achieve a reputation of quality patient care and a dynamic team environment resulting in sustained profitability.

**Janet's program, the ABC's of DSOs, is a blueprint for Groups on the Grow.**

#### **ABCs of DSOs**

As a *Group on the Grow* attendees will:

- Construct your foundation to develop your unique organizational structure for sustained and accelerated growth
- Create your strategic strategies that support predictable, reliable and consistent growth and acquisition
- Build dynamic self-sustaining teams
- Train and coach management and staff for a comprehensive practice business mindset – ethical clinical care and a profitable business
- Manage consistent protocols that optimize patient care and grow production predictably
- Combine your hi-tech health care with communication soft skills
- Implement reliable patient care policies that support the company brand yet allow for individual practice creativity

Janet's domestic and international experience has taught her that worldwide people and practices, encounter similar challenges, and enjoy the benefits of stronger communication skills. As DSOs continue to focus on improving the patient experience and employee retention, Janet's passion is assisting groups to achieve a reputation of quality patient care and a dynamic team environment resulting in sustained profitability. The result is Janet's program, the ABC's of DSOs, a blueprint for Groups on the Grow.

#### **Audience:**

DSO executives/managers, Dentists

#### **Formats:**

1-2 hr presentation

1/2 - full day workshop

Customized coaching

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## Meetings Make Money ... and Productive, Patient Centered, Profitable Practices

"Janet Hagerman's "Meetings Make Money" is your personal blueprint for true team harmony. It will help you to bring fun back into your practice, boost morale, and most important, improve your bottom line. This is a MUST for every office!"

Wes Blakeslee DMD FAGD  
Academy of General Dentistry

Are you tired of team meetings that:  
*...are boring or unproductive gripe sessions?*  
*...never end on time and still fail to cover what you intended?*  
*...seem to be a waste of time and money?*

### Meetings CAN and SHOULD Make Money!

Unfortunately, this does not always occur in many dental practices. In this informative, interactive and entertaining presentation, Janet shares systems and step-by-step guidance for creating effective practice meetings.

**Well planned meetings are productive, patient centered and profitable— far more fiscally powerful than the loss of a few hours of production.**

Dentists frequently overlook the untapped potential of the very team that surrounds them daily. *Meetings Make Money* helps dentists, young or seasoned, solo or group, tap into the potential of their teams through the power of effective, productive and profitable meetings. Effective meetings become even more critical for DSOs as they strive to distribute information and direction to multiple practices and teams reliably, predictably and consistently.

#### Attendees will learn:

- How to lead and facilitate meetings
- How to create a meeting agenda
- The three meetings best dental practices have regularly
- How to engage team members to enthusiastic participation
- How to avoid gripe sessions
- How to accelerate the hygiene "gold mine" to partner for profitability
- How to maximize leadership whether solo or group practice
- How to boost production and increase patient care
- End on time!

#### MEETINGS MAKE MONEY *Productive Meetings for Best Dental Practices* MANUAL



Like a carefully tended garden, good meetings support and nurture practice vision/protocols and cultivate team peak performance for top notch **patient care and profitability.**

**This course will help you to bloom your practice(s) with fun, energizing, productive and profitable meetings.**

#### Audience:

Dentists, dental teams, DSO managers

#### Formats:

1-2 hr presentation  
1/2 - full day workshop  
Customized coaching

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## FRACTIONAL CHO (Chief Hygiene Officer)

### **Essential Building Blocks to** Transform your DSO hygiene chaos into your DSO Hygiene Goldmine



Your emerging DSO is growing. You know that Hygiene is the foundation of your dental practices, yet your hygiene protocols are inconsistent or non-existent. You know you are missing out on revenue and patient care.

Too often emerging DSOs are eager to “grow” by quickly acquiring more practices without a solid foundation in place. As badly as young DSOs need a game plan for growth, it’s often just not in the budget. That’s where a fractional exec can help.

As a Fractional CHO (Chief Hygiene Officer), I utilize my past DSO experience to teach emerging DSOs how to create a hygiene department that will include a corporate team, and systems that are profitable, consistent, and scalable.”.

#### **DSO Attendees will learn how to:**

- Develop Hygiene mission congruent with company culture.
- Forecast and plan for growth.
- Develop your corporate team.
- Create scalable systems and profitable protocols.
- Implement a comprehensive periodontal program.
- Develop a clinical advisory board for dentist/hygienist collaboration.
- Cultivate a culture of enthusiastic loyal support from empowered hygienists.
- Elevate company brand with a strong, patient centered, profitable hygiene department.



In this course you’ll learn how your DSO can work with a fractional CHO to develop a high functioning profitable hygiene department positioned for same store growth and acquisition scalability with consistent and profitable patient-centered systems.

***Your ideas are counting on you!***

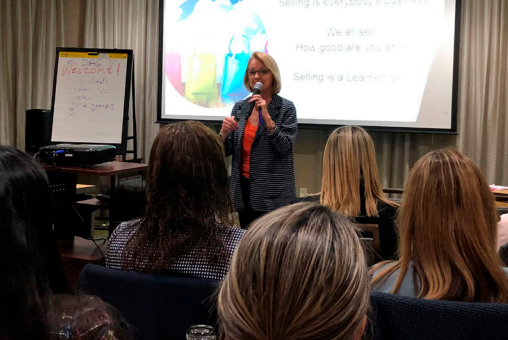
#### **Audience:**

DSO executives and managers

#### **Formats:**

Keynote  
1-2 hour presentation  
Customized coaching

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**Janet Hagerman** is an international speaker, author and consultant. A graduate of the Medical College of Georgia, Janet is a health industry thought leader known for her creative expertise in communication, leadership and motivation. Janet's experience includes over 20 years of clinical experience, 15 years coaching experience with both private practices and small to large group practices, past corporate Dental Hygiene Director for a 150+ DSO, PennWell Editorial Advisory Board member, and author of several books, as well as numerous articles and courses. She provides customized coaching programs for individuals, practices and growing dental groups. Janet's focus on soft skills, creative communication and leadership empowers health professionals worldwide providing them with proven, effective and easy to implement strategies for success.

Janet helps dental practices **turn patient care into profitability**. From ***Selling Dentistry*** (The elephant in the room no one wants to talk about) to ***The ABCs of DSOs*** (Foundational building blocks for Groups on the Grow), Janet helps dental practices and groups utilize the power of soft skills to:

- Elevate Patient Care
- Increase Case Acceptance
- Cultivate Dynamic Team Culture
- Boost Productivity & Profitability

Janet's international and domestic experience has taught her that worldwide people and practices, encounter similar challenges, and enjoy the benefits of stronger communication skills. Janet's expertise in coaching health care professionals and management worldwide on communication and leadership "soft skills" provides proven, effective and easy to implement strategies for success. Janet's proven process and programs make an immediate impact on the **delivery of patient care and financial results**.

#### JANET'S FOCUS:

- Selling Dentistry – help dental health care providers increase case acceptance while enhancing patient care
- ABCs of DSOs – help young DSOs establish a foundation for comprehensive and profitable, patient centered growth
- DSO Fractional CHO (Chief Hygiene Officer) – help emerging DSOs work with a fractional CHO to develop a high-functioning profitable hygiene department positioned for same store growth and acquisition scalability with consistent and profitable patient-centered systems.

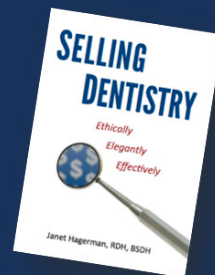
In her other life, as a floral designer, Janet has been featured on Atlanta's Peachtree Morning and Noonday television as well as the Discovery channel. **Janet's TV experience and creative flair bring her programs to life!**

#### AUTHOR OF:

- **Selling Dentistry** - Ethically. Elegantly. Effectively
- **Meetings Make Money** - Productive Meetings for Best Dental Practices
- **Bloom** - Nature's 5 Steps to Cultivate the Power of Your Potential

#### PUBLISHED IN:

- Group Dentistry Now • Dental Economics
- Profitable Dentist • Dental Entrepreneur Women



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## Rave Reviews

"I love what Janet has to say! She helps dentists and teams build successful and profitable practices. You've got to hear her and do what she says."

Dr. Paul Homoly, CSP  
Homoly Communications Institute

"Janet brings an extraordinary amount of hands on experience and knowledge to the dental field/community, which in turn gives her the ability to impact many areas of business, such as profitability, efficiency and solid business advice. Having Janet speak to DOMA members was a slam dunk! So many practices experienced immediate benefits from the valuable information she shared; asking her back is a no brainer."

Liz Galazka, Affinity Bank  
Founder/President GA Dental Office Managers Assoc (DOMA)

"The feedback on your presentation was AWESOME!!! Thank you so much for speaking to the group, I will definitely be working with you next year."

Ursula Wilson, Corp Account Mgr  
OraPharma, Inc.

"Janet Hagerman: WOW! Great speaker, great info, great fun!"

Dr. Ken Cohen, DDS

Listening to Janet Hagerman is a pleasure. The elegance in the way in which she presents her ideas, the clarity with which she conveys her approach to the dental business and her warmth and humanity make her an extraordinary lecturer. Mrs. Hagerman's conference in Bogotá, Colombia last October exceeded the expectations of the audience, and got very good comments from the audience. I hope to hear it again very soon.

Dr Luis Enrique Bernal Camacho  
Keralty Dental, Bogotá – Colombia

Janet is an excellent speaker that manages to keep her audience interested from the beginning to the very end. Knowledgeable, very experienced in the subject, fun and interactive. It was a pleasure to have her as a guest speaker for the Miami-Dade Dental Society. I look forward to working with her more closely in the future.

Mariana Velazquez, DDS, PA

"Janet energized our team. Her presentation was professional and fun. I highly recommend Janet to motivate your group and empower your team."

Dr. Allen French DMD, MS,  
Hinman General Chairman

"Janet, thank you for an outstanding presentation. All of your evaluations were raving! You're presentation exceeded my expectations tenfold."

Diane Brucato-Thomas, RDH, EF, BS, FAADH,  
Founder, Hawai'i Institute for Wellness in Dentistry

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## Prior Presentations

*New Zealand Dental Association*

*Organization Sanitas International - Bogota, Colombia*

*Australia Extravaganza, MOD*

*Chicago Midwinter*

*AADGP (American Academy Dental Group Practice)*

*Excellence in Dentistry*

*Rocky Mountain Dental*

*St Louis Dental Society*

*Indiana Dental Association*

*Pacific Northwest Dental*

*Miami Dade Dental Society*

*Fresno Madera Dental Society*

*Hawaii Institute Wellness in Dentistry*

*RDH - Under One Roof*

*Medical College Georgia*

*Oklahoma Dental Hygiene Association*

*Hawaii Dental Hygiene Association*

*American Dental Education Association*

*Oral Surgery Specialists of Tennessee*

*United Study Club/ Periodontics of Rockford*

*Ozarks Technical Community College*

*E Dental Image*

*Radius Online Marketing*

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