

DENTISTRY'S IMAGE EXPERT. Looking for a speaker who is profoundly articulate, gracefully charismatic, and powerfully entertaining? Look no more! Janice Hurley "brings it all" - and then some! Her dynamic message is filled with dozens of real life client challenges - and powerful systems that compel her audiences to action. Janice's programs offer a tremendous opportunity to rejuvenate your practice by helping your whole team harness their personal power. Her workshops and keynote programs have reached thousands with the understanding of how important their personal presence is to their success.



13 YEARS AS DENTAL ECONOMICS' LEADING CONTINUED EDUCATION PROVIDER.

"Janice is a gem and is at the top of our list for future speakers. I cannot remember the last speaker who kept our audience engaged until the very end. Janice is a valuable asset to the profession of dentistry. She has an eye for class and professionalism and touched the lives of our participating staff like no other."

MATTHEW KORMYLO, DMD
PRESIDENT OF THE PEIDMONT
DISTRICT OF THE SOUTH CAROLINA
DENTAL ASSOCIATION

"Janice was such a hit with our members, that classes just got bigger and bigger as the two days progressed. I highly recommend Janice as a speaker and authority on important office systems."

DR. DWIGHT MCLAURIN
PRESIDENT ELECT, GEORGIA
ACADEMY OF DENTAL PRACTICE 2010
SAN ANTONIO, TX

"Janice had standing room only in her first course with attendees following her throughout the day for her subsequent two courses. She has just the right mix of dental application and personal life examples in her presentations so that we took away quality information we could use on Monday. I told her she was worth three times what we paid her!"

LINDA DAVENPORT
ENDODONTIC ASSOCIATES
NASHVILLE, TN

"Janice was one of the most well received speakers we've ever had. She's the type of speaker that holds your interest from the moment she takes the stage. Staff members were talking about her long after the day was over."

DR. MARK KOGURT
SOUTHWESTERN SOCIETY OF
PEDIATRIC DENTISTRY
DALLAS, TEXAS

OPTIMAL IMAGE IMPACT. WHAT DOES IT TAKE TO HAVE YOUR PATIENTS SEE YOU IN THE BEST LIGHT? This program will have you looking at your website, team and office through your patient's eyes. Learn what it takes to put your best foot forward and make the first and lasting impression of your practice be the best impression. Learn about the science of body language, verbal skills and the power of visual impact. Participants will walk away feeling inspired by the power of choice to impact their practice success.

VIVA LA VIDEO! VIDEO: IT'S HERE, IT'S HAPPENING AND IT'S SO EXCITING. The use of video on your website, during treatment presentations and on the internet is a must. Keep up with the way your patients want to receive information. Learn to impact others through technology that is effective but inexpensive. Your patients make decisions from their emotions and not always the facts, so let's use that. The conventional use of text helps with SEO but the informed thoughtful use of video will evoke emotion and get results. Learn how your iPad and your video camera can play a key role in practice success. Don't be left behind.

THE NEW PATIENT INTERVIEW. CRUCIAL TO YOUR PRACTICE SUCCESS IS DEVELOPING A STANDARD OPERATING PROCEDURE FOR YOUR NEW PATIENT INTERVIEW. Learn how to design your new patient paperwork to uncover your patients wants and needs. Hear how to conduct your new patient interview to find out how your patient presently feels about the value of their dental health and their history with dentistry. When you develop a system that involves the whole team, in this key component of practice management, you're guaranteed to increase treatment acceptance.

WHAT IS YOUR PATIENT REALLY THINKING? UNRAVEL YOUR PATIENT'S PSYCHE SO THAT THEY SAY "YES" TO TREATMENT. Ever wonder why some doctor's quickly connect with their patients and seem to have unlimited case acceptance? Want to have predictable results when you search for the right words to communicate value? Of course you do and you can. You will learn how to increase your likeability and your case acceptance. This is a team approach where everyone in contact with the patient determines your practice success. From the phone slip to the consultation appointment and everything in between you can present treatment with confidence and expect the YES to treatment.

UP FRONT AND PERSONAL. USING VERBAL, VISUAL AND BODY LANGUAGE TOOLS TO GET YOUR BEST RESULTS. What are the top 5 ways we undermine ourselves with our patients and don't even know it? How do you talk about the social skills so necessary to a team's success without offending others? Janice will answer these questions and more as she walks you through the dos and dont's of how to achieve that charismatic level of success for your practice.

JANICE HURLEY
dentistry's image expert

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