

AMERICAN WORLD DENTISTRY

November 13-14, 2017 San Antonio, USA



Leslie D Icenogle

Dental Implant Auxiliary Training, USA

Internally marketing your implant practice

Patients make an emotional buying decision. The overall success of an implant practice is dependent on a cohesive approach to answering common questions through scripting. Scripting common questions will provide the team with the confidence they need to successfully get cases accepted. Having written scripts will allow for the use of positive and effective systems to grow personally, professionally, increase practice production and ultimately touch and improve individual lives. Learning objectives of this study are: Effectively communicate the benefits of implants; provide proven scripts to improve case acceptance and discuss the benefits of offering several payment options.

Biography

Leslie D Icenogle was a Practice Manager and Implant Treatment Coordinator in Oral and Maxillofacial Surgery since 1986 and a Program Advisor for Care Credit. She has obtained her AAOMS certification for medical/dental coding. She is a certified Dental Radiographer specializing in CBCT imaging. She runs Dental Implant Auxiliary Training providing team training to successfully grow practices. She obtained fellowship with ADIA and memberships include: NSA, Speakers Consulting Network, Career Fusion, AAOMS, AADOM and ADMC. She enjoys being able to improve patient's lives through increasing case acceptance, while improving the lives of dental professionals with standard operating procedures and team motivation.

leslie@teamimplants.com

Notes: