



Academy of General Dentistry  
Annual Dental Meeting 2016

The Savage Front Desk - 360\* Experience  
Presented By Dr. Rhonda Savage



MILES GLOBAL  
THE LEADERSHIP AND COMMUNICATION EXPERTS



**MILES GLOBAL**  
THE LEADERSHIP AND COMMUNICATION EXPERTS

## *Biography*

Rhonda Savage, DDS, CSP is an internationally known author and lecturer. She is the owner of Uptown Dental, a principle owner of Savage Dental Marketing, and CEO of Miles Global, an international dental training and consulting firm. She lectures and publishes on women's health issues, leadership, and business management.

Her credentials are strong. Dr. Savage is a Past President of the Washington State Dental Association, and an Affiliate Faculty Member of the University of Washington School of Dentistry. She is also a member of the Pierre Fauchard Academy, American College of Dentists, and the International College of Dentists.

Her history in the dental practice world is multifaceted. A former dental assistant and front office staff member for 14 years, she understands the dynamics of success in a dental team.

Her understanding of leadership is deep. A dentist in private practice for over 18 years, she knows the demands of quality patient care, leading a winning team and the running a successful business.

Dr. Savage brings a unique energy to her work. A Lieutenant Commander in the Navy during the years of Desert Shield and Desert Storm, she received the Navy Achievement Medal and an Expert Pistol Medal, earning her the nickname of "The Beast". She's a "straight shooter", aiming at the critical issues that dental practices face today.



### **Rhonda Savage, DDS, CSP**

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# The Savage Front Desk

Strong Practices =  
Stronger Systems

Rhonda R. Savage, DDS

CEO, Miles Global  
Milesglobal.net  
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What do your patients want?

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Weakness  
Impatient  
Unapproachable

"D"

Strength  
Decisive  
Direct



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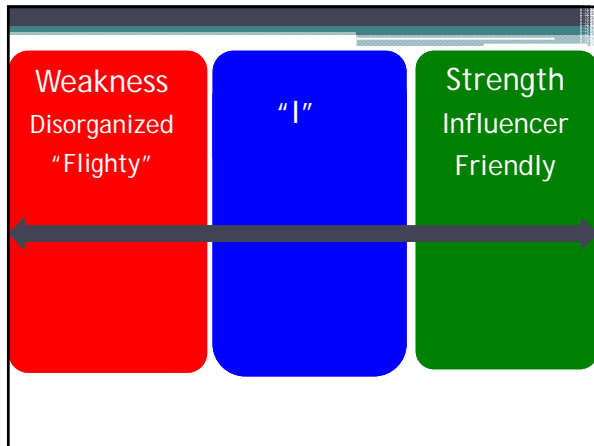
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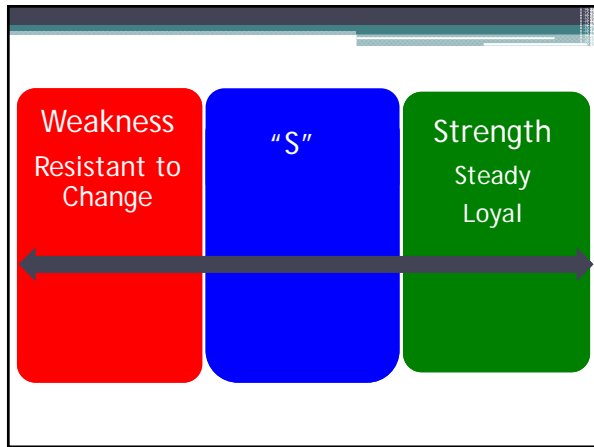
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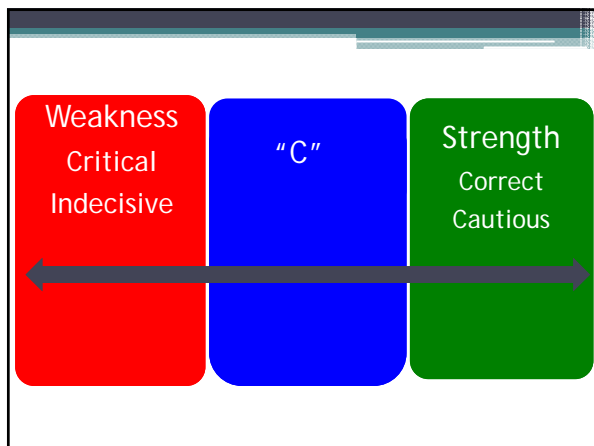
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# Value

- Last 30 Seconds
- Words to avoid
- Words to use
  - Urgency
  - The Narrative

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# Value

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# Phone Skills

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The New Patient

The 'customer'  
versus  
the patient

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Broken Appointments

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- Keep patients waiting
- Change their appointments
- New patients
- Family appointments

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## Misguided Communication

Too easy; too nice  
Make it easy to reappoint

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## Broken Appointment Policies

Should you charge?

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## Broken Appointment Policies

- Who should call?
- (Flagrant disrespect for your time)
- Nonrefundable retainer

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“Oh, I’m Sorry!”

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- Family appointments
- Phone recorded message
- Written policy
- BA letters

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- Wait time
- Friendliness  
72 patients/day
- Consistency
- Educated team

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Scheduling

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Treatment Plan  
Tracking Form

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Zero Defects is Key:  
It's About Today and Tomorrow

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Keeping Your Eyes  
on the Goal: Flexibility

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Time and Motion Study

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The Hygiene Department

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Hygiene  
"No-Shows"

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Hygiene No-Show's  
"It's JUST a cleaning!"  
Statistics

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"I Just Want My Teeth  
Cleaned!"

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## The Hygiene Department

- Pre-appointing
- Confirmation
- Creating value
- Recare effectiveness

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## Getting Them Back In The Door

The importance of working recall and reactivation

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## Recall and Reactivation

- Time "Management"
- Master List
- Others Help
- There is NO downtime!

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## Issues?

- Schedule
- Unclear financial policies
- Hygiene department statistics
- The pass-off
- Inadequate chart entries

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## Ability To Discuss Issues

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## Talking About... Clearly Defined Financial Policies

- Time of service
- Discounts
- Courtesies
- Lab cases

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## Accounts Receivables

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## Insurance Management

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## Past Due Insurance

- Reading the report
- Unattached claims report
- Statistics
- The System

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Your Message:  
Be Focused

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REMEMBER...

FOR GREAT PRACTICE TIPS,  
BE SURE TO "LIKE" US ON  
FACEBOOK!



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Make A Plan  
Make It Happen

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# TODAY ONLY

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## POWER PACK SPECIAL

## RECEIVE...

- 1.** The Savage Front Desk DVD
- 2.** The Dental Assistant and the New Patient DVD
- 3.** The Joys & Challenges of Clinical & Business Assisting DVD

### With Bonus Additions:

Linda Miles Audio CD

No Dog, No Pony - Just Results Audio CD

Dynamic Dentistry Book by Linda Miles

Bushido Business Book featuring Dr. Rhonda Savage

Words of Wisdom Book featuring Dr. Rhonda Savage

Marketing MEM Cards

**Today Only for \$649- Valued at \$900+**

### Bonus Offer - ADD:

Dr. Rhonda Savage's "Got Perio?" 5-Disc DVD set for ONLY \$295



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# TODAY ONLY

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## POWER PACK SPECIAL

### ORDER FORM

NAME \_\_\_\_\_

SHIPPING ADDRESS \_\_\_\_\_

\_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIPCODE \_\_\_\_\_

PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

### PLEASE CHECK PAYMENT TYPE:

AMEX  VISA  MASTERCARD  CHECK  CASH

CARD NUMBER \_\_\_\_\_

EXPIRATION \_\_\_\_ / \_\_\_\_ SECURITY CODE \_\_\_\_\_

BILLING ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIPCODE \_\_\_\_\_

SIGNATURE \_\_\_\_\_

<input type="checkbox"/> TODAY ONLY	\$649.00
Plus shipping and handling	+ \$19.95
	<hr/>
	\$668.95
 <input type="checkbox"/> TODAY ONLY + Bonus "Got Perio?"	 \$944.00
Plus shipping and handling	+ \$20.95
	<hr/>
	\$964.95

Additional shipping/handling fees and taxes for Canada shipments.



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## QUESTIONNAIRE

**PLEASE WRITE LEGIBLY**

Date \_\_\_\_\_ Name of Presentation \_\_\_\_\_

Seminar City location \_\_\_\_\_ Your name \_\_\_\_\_

Office Administrator     Spouse     Assistant     Doctor     RDH     OTHER \_\_\_\_\_

Doctor's Name \_\_\_\_\_ Practice name \_\_\_\_\_

Doctor's Years in Practice \_\_\_\_\_ # of staff \_\_\_\_\_  Solo Practice  Group Practice #of Doctors \_\_\_\_\_

Specialty \_\_\_\_\_ Office Phone (\_\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_\_) \_\_\_\_\_

Practice Website \_\_\_\_\_ Email \_\_\_\_\_

Practice Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

What topic(s) did you enjoy most and why? \_\_\_\_\_

You may use my comments as a testimonial. Signature \_\_\_\_\_

### I would like (please check all that apply):

- PLEASE CALL ME TO SCHEDULE A COMPLIMENTARY SAVAGE DENTAL MARKETING DEMO
- PLEASE CALL ME TO SCHEDULE MY INITIAL 30 MINUTE CONSULTATION CALL WITH DR. SAVAGE \$135.95
- MORE INFO. ON THE PRACTICE ANALYSIS CONSULTATION (What's the overall health of your practice?)
- MORE INFO. ON THE FRONT OFFICE DEVELOPMENT TRAINING (Intensive training for front office; AR's, scheduling, reactivation , verbal skills)
- MORE INFO. ON THE PRACTICE ENHANCEMENT PROGRAM (12-month In-Office Consultation)
- TEAMBUILDING RETREATS (Energize and re-motivate your team!)
- MORE INFO. ON AN ALL DAY COURSE FOR MY PROFESSIONAL ORGANIZATION, STUDY CLUB, DISTRICT, OR DENTAL SOCIETY
- CALL ME FOR PAYMENT-    I WANT to purchase     3 Book Power pack     Today Only Special DVD/CD/Books Bundle
- OTHER: \_\_\_\_\_

EXCELLENT      GOOD      AVERAGE      FAIR      POOR

1. SPEAKER ADDRESSED PROGRAM OBJECTIVES	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. SPEAKER ADDRESSED DOCTOR AND TEAM CONCERNS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. PROGRAM WAS BENEFICIAL	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. MATERIAL PRESENTED ENTHUSIASTICALLY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. SPEAKER DISPLAYED KNOWLEDGE OF PROGRAM CONTENT	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. PROGRAM FACILITIES MET NEEDS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**WHAT TOPICS WOULD YOU LIKE TO HEAR THAT WERE NOT ADDRESSED TODAY?**

**OR ANY OTHER ADDITIONAL COMMENTS ARE APPRECIATED-**

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*Yes, you may use my comments as a testimonial.*

**Signature** \_\_\_\_\_