



SANDY BAIRD, M.B.A.

SPEAKER
PACKET



BUILDING THE SELF-MANAGED TEAM

Systems, Service and Leadership for the 21st Century Practice

When you own a practice, you quickly discover that critical skill gaps inevitably cause some of the biggest headaches in every practice:



- **Communication** skill gaps contribute to emotionally charged situations and create difficult people— *whether they are patients or team members*
- **Leadership** skill gaps contribute to *employee problems* like chronic lateness, underperformance, constant complaining, persistent negativity, and failure to comply
- **Business system** gaps cause multiple problems with scheduling, new patient acquisition and patient retention, financial and performance monitoring
- **Customer service** skill gaps can compound a decade-long trend of declining dental practice revenues in the era of instant social media and public review sites

A clear, structured, fail-safe approach to practice management skills can cure staffing headaches, create a healthy work environment, re-energize the team, and reap huge benefits. Learn proven ways to integrate critical systems, increase revenues, improve patient satisfaction and retention, boost online and word-of-mouth referrals, maximize morale, and minimize miscommunication risks.

LEARNING OBJECTIVES:

- Pinpoint the skills and essential qualities of an effective doctor-leader
- Understand critical communication skills for leadership in the 21st century
- Identify ways your dental team can communicate care and warmth to your patients
- Define the elements of an exceptional dental team
- Recognize the minimal components of a first-class professional atmosphere
- Establish strategies for dealing with difficult people, both patients and employees
- Explore patient-centered operational systems which enhance practice profitability and productivity

Suggested

Attendees: Dentists, Office Managers, Coordinators, Full Team

Suggested Formats:

Full or Half Day; Lecture, Workshop, Keynote



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DEALING WITH DIFFICULT PEOPLE IN A PROFESSIONAL SETTING

Don't Let it Ruin Your Day!

All dental practices have difficult patients, but, when managed correctly, they can become your best source of referrals.

If a difficult behaving person thinks you're working with them, it's hard for them to fight you. Instead of getting defensive, ask what you can do to help them.

Applicable to the entire dental practice team, this presentation will teach teams how to manage difficult patients and provide scripts and verbal tools to implement in the practice.



LEARNING OBJECTIVES:

- How to manage difficult patients and people in your practice
- How to avoid creating difficult people and patients
- The real story behind difficult people
- How to turn a difficult patient into your best referrer
- Scripts and verbal tools for dealing with difficult people
- Effective tools to neutralize difficult people

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DENTIST, BOSS, LEADER CONUNDRUM

Are you struggling with your dual role as dentist AND business owner?



Few dentists are taught in dental school the skills necessary to become effective bosses, leaders, or business owners.

Upon finishing their education, most are required to fill all these roles - and be skilled and caring clinicians treating as many as 20-60 patients per day.

How does one find the time? What are the responsibilities and skills of a dental leader? A dental boss? A dental business owner?

What are some of the consequences of NOT understanding these skills or NOT fulfilling these responsibilities? Are some of the challenges you are dealing with right now consequences of weak leadership?

LEARNING OBJECTIVES:

- The skills and responsibilities of a dental leader that improve practice flow, patient satisfaction, production, collections, and team communication
- How to turn your operating systems into your practice's boss
- How to motivate and energize your team
- How to transform your employees from headaches into engaged team players
- 21st century leadership communication techniques
- How leadership skills reduce employee turnover, absenteeism, and work culture
- How your leadership skills can be your biggest competitive advantage

Suggested

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SUPER GLUE OF PRACTICE SUCCESS:

Communication and Customer Service

Super glue is a remarkable substance that permanently binds different and separate objects together. What does that have to do with dentistry? Everything!



Dental practices have many different and separate moving parts that must be combined to produce a smooth-running, patient-friendly, health-oriented, and productive business. A practice's clinical, scheduling, infection control, financial, and practice development systems must all come together and work together to create a binding relationship with patients, team members, and the community.

What is the common factor encompassing all these moving and living parts? Communication. Effective communication that exudes top customer service, trust, and care. Communication that creates patient advocates, referrals, rave reviews, and sustainable practice success.

Customer service can be your strongest competitive advantage. This presentation teaches the entire team how to communicate with care and warmth and show patients that you are truly listening. Sandy provides the ten fundamental rules of customer service, and how to apply them in your practice to achieve five-star online ratings.

LEARNING OBJECTIVES:

- How your dental team can communicate care and warmth to your patients
- Telephone, chairside, and interpersonal communication skills
- Ten fundamental rules of customer service and how to apply the rules to your practice
- The value of learning listening skills and the feelings they communicate to your patients
- The emotions you must satisfy to transform a patient into a burning advocate for your practice

Suggested

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OSHA IN THE DENTAL OFFICE

Safety Doesn't Happen by Accident!

As of August 1, 2016, OSHA fines for dental offices increased from \$7,000 to \$12,471 per violation and that repeated violation fines increased from \$70,000 to \$124,709 per violation? OSHA is serious about their regulations.

Source: Dental Compliant Specialists

It only takes one phone call from an unhappy employee or patient to put your business at risk. Sandy utilizes adult learning techniques to encourage interactivity and enhance the learning of this potentially dry subject matter. Attendees enjoy participating in "OSHA Family Feud" and other activities which help solidify the learning. This presentation will provide your dental team with everything they need to know about OSHA and how to ensure your practice stays compliant.

HIPAA IN THE DENTAL OFFICE

To Tell, Or Not To Tell, That Is Our Question!

In 2011, one small practice had a USB "stick" stolen; it contained some of their patients' Protected Health Information. At the end of 2013, the department Health and Human Services announced a \$150,000 settlement of the case. HIPAA is no joking matter and carries painful penalties if you ignore it.

Source: Dentistry IQ

Any patient can submit a complaint on the U.S. Department of Health and Human Resources website which can lead to fines and even imprisonment. Attendees enjoy Sandy's interactive presentations which bring humor and fun to this potentially dry subject matter, while solidifying the learning. Sandy provides dental teams with the knowledge and tools to achieve and remain HIPAA compliant.



LEARNING OBJECTIVES:

- Clarify how OSHA impacts a dental practice
- Learn what obligations are necessary to meet the pathogen and hazard communication standards
- Discover what OSHA requires from both the practice and the employees
- Understand training requirements: the what, when, how and who for achieving compliance
- Discuss post-exposure protocol
- Explore procedures for controlling contamination and infection in the dental practice

LEARNING OBJECTIVES:

- Clarify how HIPAA impacts a dental practice
- Learn practice obligations for the Privacy and Security Act and the Breach Notification Rule
- Understand how to protect your PHI, yourself and your employees
- Discuss how to properly respond to a HIPAA complaint
- Explore the interaction between technology and HIPAA
- Identify how to organize, train and execute HIPAA requirements

Presentation Length: Up to half day **Suggested Audience:** All team members



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EMBEZZLEMENT IN THE DENTAL OFFICE – *It Could Happen to You!*

It is estimated that over 80% of dentists will be embezzled in their career at least once.

Don't let your practice be part of those statistics. **No one** is immune to embezzlement. Be aware and protect your practice from this danger. **Gain a thorough education on the causes and effects of embezzlement.** Sandy provides safeguards so you can prevent, detect, and respond to suspicions of criminal behavior within your practice.



LEARNING OBJECTIVES:

- Define the difference between embezzlement, fraud and stealing
- Learn why it happens so frequently in dental practices
- Analyze the profile of the typical dental embezzler
- Recognize who is most likely to embezzle
- Understand how embezzlement happens and how it is detected
- Discover methods for detecting and preventing embezzlement
- Identify preventive measures that can be immediately implemented
- Realize techniques for responding to suspicions

Suggested Attendees:

Due to the sensitive nature of topics discussed, this presentation is geared to Dentists and Practice Owners only

Suggested Formats:

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SCHEDULING FOR SUCCESS

Work Smarter, Not Harder

Did you know that the #1 reason a patient refers a practice is because they run on schedule?

This seminar is focused on creating and executing a **Scheduling for Success System** designed to meet specific goals.

Your scheduling system and processes determine four of the most important parameters of your dental business. It determines your level of revenue, your patient reviews, number of patient referrals, and your entire team's stress level.

If you don't understand how to manage your scheduling systems, you can work yourself literally to death day after day with barely enough to live on at the end of the month. In this seminar, you will learn how to turn your daily treadmill into an efficient production engine.



LEARNING OBJECTIVES:

- Learn how to meet - and exceed - your production goals every day
- Understand why pre-blocking is essential to a successful practice
- Learn how to develop scheduling goals, prevent no-shows, handle late patients, and manage "emergency" calls
- Understand how proper scheduling can increase production by 15% to 20% without working more hours
- Learn to control your schedule instead of your schedule controlling you!

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**BAIRD
CONCEPTS**
ANALYZE • SYSTEMIZE • REALIZE

BATTLING BURNOUT IN DENTISTRY

Customer Service, Communication, and Online Reviews



Is the career you worked so hard and invested in so dearly on the rocks because of work-related stress factors?

If so, you are not alone. According to the World Health Organization (WHO), work burnout and stress-related diseases are ravaging our planet with dentists appearing near the top of the list. What is the reason? According to the WHO, work-related stress is usually caused by poor work organization, poor work design, poor work processes, poor management, and a lack of support and control.

Do any of these apply to your situation? Does that mean you are doomed to end your career early before you can reach the pinnacle of your practice's profitability and financial security? Yes, if you don't take action now to address its causes and chronic nature. No, if you make an effort to recognize the symptoms, make real changes, and learn how to rectify the issues. Don't let this happen to you! Take the first step and attend this seminar to get started. Don't let your important and valuable practice slip through your fingers.

LEARNING OBJECTIVES:

- Understand its prevalence in dentistry
- Recognize the early signs
- Control the causes
- Avoid the traps
- Apply solutions
- Gain self-awareness

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What do ginkgo trees and successful dental practices have in common?



With a Masters in Business Administration, over 35 years of hands-on dental management experience *and* marriage to a dentist, **Sandy Baird** has walked in your meeting attendee's shoes.

She understands how efficient, effective businesses organize and operate. She brings the experience and knowledge necessary to **take attendees to the next level of success** through presentations focused on building self-managed team, leadership, embezzlement and more.

Whether it is in office, on-stage, or on the phone, her goals are to reduce practice stress, risks, and inefficiencies while increasing rewards to the dentists, the team, and their patients. Her presentations focus on building a turn-key dental practice managed by proven business systems. Sandy is passionate about sharing her knowledge and experiences through seminars, workshops, and training sessions.

The ginkgo tree is one of the most successful species on our planet. This is because their systems result in competitive advantages, such as **uniqueness, adaptability, and resistance**. Advantages no different than those required of successful dental practices. It is the dental practices that systemize around: exceeding patient expectations, creating self-managed teams, and exhibiting excellent communication skills which have the ability to *not just survive*, but **thrive** in this new 21st century business environment.

PROFESSIONAL AFFILIATIONS:

- Academy of Dental Management Consultants
- American Association of Dental Office Managers
- Association of Certified Fraud Examiners
- Dental Speakers Bureau
- Directory of Dental Speakers
- Speaking Consulting Network

PRESENTATIONS (PARTIAL LIST):

- Missouri Dental Association Annual Meeting
- Kentucky Dental Association Annual Meeting
- Carestream Annual User's Meeting
- Maryland Dental Association Annual Meeting
- William F. Slagle Dental Meeting
- Tennessee Dental Association Annual Meeting
- Tennessee First District Dental Meeting
- Tennessee Second District Dental Meeting
- Virginia Commonwealth Univ. Fall Dental Conf.
- Port City Seattle Study Club
- Cleveland Dental Study Club
- Cookeville Dental Study Club
- Crossville Dental Society
- Edmonds Laboratory: Women in Dentistry Symp
- Jackson Dental Study Club
- Lakeway Area Dental Study Club
- Maryville Dental Study Club (multiple)
- Middle Tennessee Study Club (multiple)
- Millennium Study Club
- MSC Dental Study Club
- Ocoee Study Club (multiple)
- Chattanooga Area Dental Society Meeting



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TESTIMONIALS

Sandy Baird was absolutely fantastic! Her presentation was highly educational and detailed yet fun, fast-paced, relevant and interesting. Sandy's insights are invaluable, she kept the audience captivated and glued to their chairs. She **sparked a passionate conversation** that kept on going well after the presentation has ended.

— Keren Sperling, DMD, MSc

Sandy Baird displayed a wealth of knowledge and wisdom that is only gained by real-world, in-the-office-every-day experience. Sandy was **well-prepared, passionate and energetic** in her approach. I was very impressed by her expertise and presentation.

— Richard Barbee, CPA

When Sandy Baird spoke for my study club recently **several doctors thanked me** for having such a great speaker. Sandy's message was one that could be put into use on Monday morning and I would love to have her back in the future to speak on another topic.

— Bart Benson, DDS

Because of her many years of experience in the dental profession, Sandy has tremendous knowledge. Her presentation to our dental society was energetic, informative, interesting and very helpful.

— Paul Bacon, DDS

Mrs. Baird is a **high energy, knowledgeable presenter** on the financial matters and systems that effect dentist most.

— Matthew Brock, DDS, MSD



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Sandy is a **dynamic speaker** who also has **real world experience** that is so valuable when helping dentists face the challenges of managing a dental practice.

— Cory Glenn, DDS

Sandy is a **passionate team motivator** who encourages each player to better understand how his or her work affects others on the team!

— Dan Merwin, DDS

Sandy's pearls of wisdom in team building and practice system organization demonstrate her **breadth of experience** in health care management.

— George S. Lee, MD, DDS

Sandy can **breathe life into** the dullest of topics.

— Rhonda Switzer, DMD

Sandy Baird is an outstanding communicator with the highest integrity. She has a complete mastery of her subject and comes well prepared. She presents the information in a well-organized and audience friendly manner. She is able to keep your attention, and convince you to follow her recommendations.

— Chuck Felts, DDS

Sandy gave an inspiring presentation to our local area dental society about battling burnout. She used specific examples that all dental professionals can relate to and provided us with take-home tools that we could use in the office the next Monday morning! **I really appreciated her timeliness and professionalism as well as her tackling pertinent issues by sharing straight-froward solutions.**

— Beth Randall, DDS, MS

