

FRONT OFFICE *Rocks*®

Powered by  DentalWhale™



Laura Nelson, MS, FAADOM (Formerly Laura Hatch)

“Patient’s don’t judge us on our dentistry, they judge us on *everything* else. We make such an impact on our patients’ lives. Remember that. Let it drive you. You can make a huge impact within your four walls.”

— Laura Nelson



Why Laura?

Objective

Laura is a master in managing and empowering team members. Using her unique style and interactive delivery methods Laura offers real-world principals and practical ideas that can be implemented easily and immediately into any office. She delivers her concepts with enthusiasm, proficiency, humor and stories that attendees can personally relate to and leave with takeaways they are excited to apply to their role within the practice.

Approach

Laura understands building a relationship and a rapport with an audience can be a challenge. Laura considers what and how her audience thinks, feels, and does by using interactive ways of getting to know them first. Laura will foster identification with her audience by highlighting her authenticity within the dental practice and then offer a clear statement of her purpose and why and help them understand their own. Using the proven skills and techniques from Laura's approach, team members will learn the methods needed to improve:

- Phone & Scheduling Strategies
- Communicating with a New Patient
- Reducing No Shows & Cancellations
- System Implementation
- Exceptional Customer Service
- Increasing Case Acceptance
- Leadership Strategies
- And More!

With Laura's approach, doctors and their team members will learn the skills needed to be successful leaders in their roles while performing their individual duties within the practice. Laura's approach applies to team members across the practice and believe's when a team understands their "why", they can achieve huge results.

Philosophy

Your front office team has the power to make an impactful first impression and your back office team has to carry that impression throughout the patient experience. Hiring team members with the right skillset and attitude, as well as quality and continual training are key to making sure patients have a great experience and a positive view of the practice from front to back.



What Meeting Planners Say

"As President of Oregon Dental Executives' Association, I invited Laura to speak at the Oregon Dental Conference and do a webinar for us. We can't get enough of her and look forward to having her back again. Laura has so much information to offer and sincerely wants to help front office professionals be the best that they can be. She has a down to earth approach and **doesn't just give tools to make our jobs easier, she gives the entire tool box!**"

Jan Douglas
ODEA President

"I **highly recommend Laura** as a speaker for your event. Laura's sessions are timely, relatable and full of information the dental business team can implement right away. She is a fan favorite and attendees at her sessions are always satisfied!"

Heather Colicchio
Founder & President, American Association
of Dental Office Management|AADOM

"Laura collaborated with our planning committee to customize and modify her Front Office Rocks presentation, to ensure her information was respectful of our provincial regulatory requirements towards marketing and promotions. This **"going the extra mile"** service by Laura resulted in a very relevant presentation full of inspiring take-home ideas! Feedback from our delegates has been **100% positive** and enthusiastic! We definitely are looking forward to hosting Laura's amazing talents at a future TODS Meeting!"

Alison Hall, CDA TODS
Meeting Coordinator



Featured Presentations

National/International

Yankee Dental Congress
Greater New York Dental Meeting
Rocky Mountain Dental Convention*
Southwest Dental Conference
American Association of Dental Office Managers*
Thompson Okanagan Dental Society
Michigan Dental Association*
Buffalo Niagara Dental Meeting
Oregon Dental Conference
Townie Meeting
Digital Dental Marketing Conference
For the Love of Dentistry Meeting
Practice on Fire*
The Best Seminar Ever*
Delivering Wow*
Smiles at Sea*
Excellence in Dentistry

State/Local

DC Mid Atlantic Dental Meeting
Sioux City Dental Society
Rappahannock Valley Dental Society
District of Columbia Dental Society

Universities/Colleges

VCU College of Dentistry (Keynoter)

Consulting/Speaking Meetings

Speaking Consulting Network
Academy of Dental Management Consultants

Study Clubs

AADOM Study Club of Northeast FL
AADOM Kansas City Front & Center
West Central Michigan AADOM Chapter
San Diego Surgical Arts*

Corporate

Patterson Dental*
Ivoclar Vivadent*
Patient News
Light Wave Dental
Straumann*
Smile Source Exchange

*Multiple



Rock your next event!
Schedule Laura to Speak.





Meet Laura Nelson

(formerly Laura Hatch)

Laura Nelson is known internationally as the Leader in Dental Front Office Solutions and Training.

Laura Nelson is an award-winning, international speaker & the founder of Front Office Rocks™, a virtual training platform for dental teams that teaches office systems and methods to help practices achieve exceptional customer service.

With her interactive and innovative approach as the leader in Dental Front Office Solutions and Training, Laura has mentored thousands of dentists and dental team members to achieve unprecedented results in growth and empowered dentists and office managers to excel at performance-based hiring. An accomplished recruiting & management coach and highly renowned keynote speaker, she is the best-selling author of *Step Away from the Drill*, a book that has helped dentists understand & embrace the business side of dentistry.

Laura received her undergraduate degree from Eastern Michigan University in Human Resources and her masters degree in organizational development from John Hopkins University focusing on leadership development and success. Laura is a member of the National Speakers Association, The Speaking Consulting Network, the Academy of Dental Management Consultants, and a fellow of the American Association of Dental Office Managers.

Laura is the recipient of public speaking awards from The Speaking Consulting Network and Dentistry's Got Talent. She has also been recognized as one of Dental Products Report's Top 25 Women in Dentistry.

Laura lives in Coronado, CA with her husband, Chris. She enjoys traveling & exploring new destinations, fitness activities including Spartan races and biking. You can connect with Laura on Facebook at www.facebook.com/FrontOfficeRocks or on twitter @dentalrockstars. You can also visit her YouTube channel at www.youtube.com/channel/UCz-zxCFuqMAcXOsPLeeBpeg or her website, www.frontofficerocks.com, to sign up for emails and stay connected.



"It's not just about your dentist's capability and skill, it's about *people*; relating to our patients as people first, great service, and promoting their health."

— Laura Nelson

What Industry Experts Say

"I highly recommend Laura as a must have on your program and here's why. Laura brings a ton of credibility because she has been in the trenches and she's the founder of Front Office Rocks so audiences get her authenticity right away. Unlike many other speakers on her topics, **she's fun, entertaining, tells great stories and really draws her audience in with a lot of interaction and engagement.** I highly recommend Laura as a speaker at your next meeting!"

Katherine Eitel-Belt
Lion Speak, Founder & CEO

"Laura is someone I met and I knew immediately she was someone to watch. Dynamic, spirited, sassy, funny and she has a systematic approach to helping the administrative team skyrocket, soar and create the best presence in the practice to help the practice grow. When I heard Laura speak, it was no surprise to me that she was able to deliver all of the materials that meeting planners look for in a speech. She was funny, informative, smart, sassy and she delivered her message in a consistently easy way. **She grabbed the audience at the very first sentence, kept their attention the whole way through and drove her point in at the end to call us to action.**"

Lois Banta
Banta Consulting Group

"I first actually saw Laura on social media and was very drawn to her message. **I think she has what today's audience really wants which is authenticity and transparency,** she leaves everyone motivated and engaged and she's got an incredible stage presence. If you're a meeting planner looking for a dynamic speaker on front office skills and looking to motivate office managers and dentists on how they can grow their business, Laura is the one to book."

Rita Zamora
Owner of Rita Zamora Connections



Course 1

Making The Team: Hiring, Culture, Professionalism, Productivity

To take your practice to the next level, well-defined systems and proper training must be in place. When team members understand the 'why' behind 'what' they are asked to do, the practice runs more efficiently and smoothly. In this course, you will learn the communication skills and procedures that create the ultimate customer service experience for your patients. You also, learn how to handle common scheduling issues - reduce cancellations/no-shows, set production goals, maximize treatment coverage and increase case acceptance. Ultimately experiencing a happier, higher producing team that will improve and master the essential systems to make the practice & the team **rock!**

Attendees will Learn to

- Define your WHY and Remember your PURPOSE
- Explain the business cycle and the importance of customer service in the dental office.
- Recognize how to become an active listener.
- Discuss the key to case acceptance by breaking down and analyzing the buying cycle
- Identify and apply solutions to common appointment scheduling problems.
- Distinguish the difference between being proactive and reactive to practice issues

Suggested Audience

Entire Team: Doctors, Administrative Team, Clinical Team

Suggested Formats

Full Day Course, Lecture & Workshop or Half Day Course, Lecture



What Attendees Say

"Laura presented a fantastic meeting last night with the D.C. Dental Society! **D.C. folks are tough to engage and she had them pulled in tight!** The info was pertinent and right on time – thanks for the great pearls – I can't wait to see her in another one of her thrilling seminars again!"

Sheila Heff

"Laura is customer service savvy and her Front Office training program truly ROCKS! If you need **practical tips and techniques that are simple to implement**, as well as effective resources in the dental industry, sign up for her next course!"

Elsa Mercado Humphries
Practice Manager

"Signing up for this seminar was such a great experience. It brought our team together by all of us joining the seminar and being part of the group calls. Coming from a Mental Health practice we were a bit worried if FOR topics would be relatable to us. **Amazingly they were!** Many of the topics discussed could be applicable to our services and I believe it could apply to others."

Ana Vargas
Practice Manager, Palo Alto Therapy



Course 2

Getting Along: Talking It Out, Keeping Teams Strong

As a dental team member, you regularly manage patient issues, office drama and the working relationship you have with the doctor and your other team members, who can be your biggest advocate or detriment. Here we dive into the complex relationships within the dental practice. Many dentists are not trained in communication, HR or other business aspects and prefer to only work on teeth and not deal with administrative details handled by the team. Let's delve into communication techniques that work to create true **leaders** and a partnership between the team, the patients and the dentist to help practices not just survive, but thrive.

Attendees will Learn to

- Identify the 7 C's of Effective Communication
- Describe the Communication Cycle
- Compare the different forms of Communication
- List the 3 Keys to Successful Conversations
- Review How to be an Active Listener
- Examine the 8 Tools to Handle Difficult Discussions

Suggested Audience

Doctors & Administrative
Team Leaders

Suggested Formats

Half Day Course, Lecture &
Workshop



What Attendees Say

"I attended this seminar with my assistant office manager at Dental Arts of Florida located in Jacksonville, Florida. We enjoyed the event and walked away with great information. I think **this is the kind of thinking that all dental offices need to hear and follow**. Thank you also for the wonderful presentation that left us interested and excited throughout."

Gena Beaver, OM

"Absolutely fantastic!! Today I attended the training taught by Laura. **I walked away with SO much!** Hands down we will continue to use Front Office Rocks in our dental practice. It was also really good to have a training session dedicated solely for the front desk. So rare do we have classes and training built around the front desk position that truly understands our role and needs!"

Julie Foster Morton, Bradford Dentistry



Course 3

Hiring For Keeps: Finding People That Fit

Hiring seems to have become a negative connotation in dentistry and isn't a decision that should be taken lightly. When running a business, you make decisions where to invest your time, money and efforts for the longevity of your practice and one of the most important investments is in your team. The hard truth is hiring is extremely complex and it takes the right skills, time, money and patience to find the right team player but the potential in ROI continues to make investing in the right candidates worthwhile.

In this course, we will discuss the steps to finding genuine candidates and creating a culture within the practice that turns your team members into team players. We will break down the steps how to source top-notch candidates, screen applicants, extend a job offer, and successfully hire. We will discuss how to attract those amazing candidates and how to weed through all the hiring processes that bring the great ones to the top and help you ensure you have the right new hire for your practice.

Attendees will Learn to

- Identify the Steps to Effective Hiring
- Review the Communication Cycle
- Discuss Active Listening
- Assess how to Set SMART Goals to Hiring
- Examine How to Attract & Empower Effective Applicants
- Solve the issues with New Hire Failure Rates

Suggested Audience

Doctors and Administration
Team Leaders

Suggested Formats

Half Day Course, Lecture

What Attendees Say

"Great speaker, awesome info! Amazing points that will help our team help our patients... **best meeting ever**... Thank you for bringing us Dr. S. Jill Spurlin."

Christine M. Brewster Reynolds

"I love how **interactive** Laura was with the attendees. We benefitted from the entire course! Thanks Laura!"

Jackie Brown
Renaissance Dental Studio

"Laura was very **engaging** and spoke clearly. Her content was relatable and informative."

Kelly Orndorff
Endodontic Associates of Maryland

"Wow! Laura does a terrific job at engaging her audience, she provides a wealth of information and direction in how to implement her ideas. I am so thankful I was able to hear her speak. I will jump at the chance to attend another lecture given by Laura!!!"

Christine Barajas





Course 4

Clocked-In: Make Every Minute Matter

Understanding the why and the purpose behind time management is the first step to keeping your practice organized and efficient. Learning and implementing good time management skills can increase practice productivity and helps to create a productive and positive work environment. A practice that is well organized and team members that balance their time well, will have better communication among the team and work more efficiently. Having time management and organization skills are key to creating an environment that team members thrive and patients appreciate, allowing for a less stressful work environment the ability to offer the best care for patients.

Attendees will Learn to

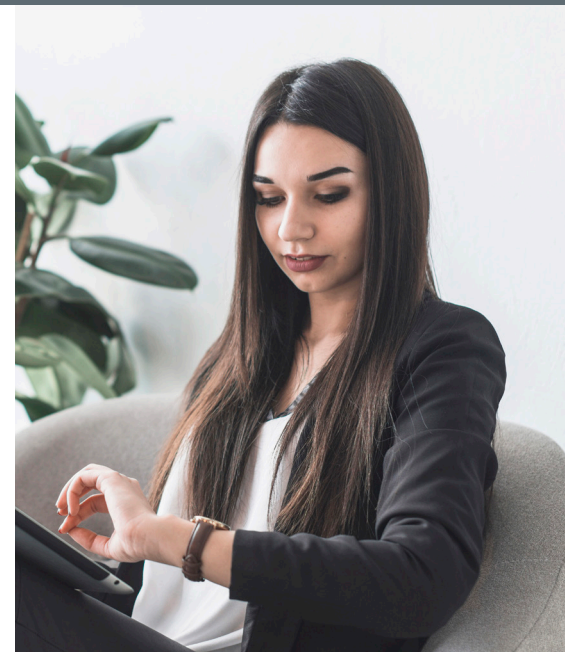
- Discuss the Why and the Importance of Time Management in the Dental Practice
- Recognize the Importance of Morning Huddles and Meetings
- Examine the Keys to Effective Time Management
- Identify Barriers to Effective Time Management

Suggested Audience

Entire Team: Doctors, Administrative Team, Clinical Team

Suggested Formats

Full Day Course, Lecture & Workshop or Half Day Course, Lecture



What Attendees Say

- What a fantastic job on presenting this topic; this presentation is on the **top** three "time management" presentations that I have ever seen. Thank you.
- Excellent presentation that helped me to understand how important it is that my team gets more efficient and **I can stop trying to do everything at the office.**
- This presentation **exceeded** my expectations!

American College of Prosthodontists
Live Webinar Attendees

"The knowledge gained from listening to Laura and attending this presentation was amazing!"

Carol Leiby, Shen Smiles



Course 5

Face-To-Face: Delivering an Immersive Customer-Centric Experience

Train your team to Rock Customer Service from the Front Office to the Back. In this course, you will learn the Key's to Communication that will help you understand the importance of Customer Service and Recognize how to be a leader in the practice. The course will help you bridge the customer service experience for your patients by learning to identify customer experience ball drops and catch them before they impact your profits and practice success!

Attendees will Learn to

- Define Customer Service
- Analyze the 5 C's of Customer Service
- Differentiate between Customer Service and Customer Care
- Identify the 7 Keys to Communication
- Recognize the 3 R's of Leadership

Suggested Audience

Entire Team: Doctors, Administrative Team, Clinical Team

Suggested Formats

Full Day Course, Lecture & Workshop or Half Day Course, Lecture



What Attendees Say

"I have been in the dental field for more than 30 years. I decided to take this Front office Rocks course because I needed to refresh the way I worked with my patients. This has been very beneficial to me as I learned new ways to speak with new patients. This became very true the **first time I implemented Laura's advice - I took a deep breath and went for it and the new patient came in** and was very happy with the service we provided."
Cecilia, Office Manager

"Great speaker and very **inspirational!** Laura gave great advice to many different scenarios and problems within the practice."
Andrew Pham, All Smiles Dental

"What Laura presented was **exactly what my team needed to hear!**"
Tontra Lowe, Awesome Smiles VA

"I liked how interactive the seminar was. The way Laura advised us on how to communicate with patients was **very helpful and informative.**"
Ciera Holland
Shenandoah Family Dentistry



Course 6

Take Control: Maximize The Schedule, Optimize Productivity

The schedule in a dental office IMPACTS everyone – the clinical team, the front office team and even your patients. Understanding how to create and maintain a productive schedule is key to better teamwork, happier patients and a less stressful environment. This scheduling presentation will help you discover new and innovative ways to be proactive rather than reactive to your schedule and help IMPACT your daily routine in a positive and productive way and contribute to the ultimate customer service experience for your patients.

Attendees will Learn to

- Design a Productive Schedule that IMPACT's the Team
- Solve the Issues with No Shows & Cancellations that IMPACT the Schedule
- Formulate Scheduling Policies that IMACT & Benefit your Patients and your Team
- Produce a Schedule that IMPACTS & Creates an Exceptional Patient Experience

Suggested Audience

Entire Team: Doctors, Administrative Team, Clinical Team

Suggested Formats

Full Day Course, Lecture & Workshop or Half Day Course, Lecture



What Attendees Say

"Engaging, relevant and practice systems and tips! Everything was perfect!"

Brina Vaughn, Pure Dental

"One of the **best speakers EVER!!** Laura = ROCKSTAR!"

Maria Lopez, DDS; Hollidaysburg Family Dental

"I loved that everything spoken about in this presentation I will be taking back to my office." Loved the way it was organized!

Valerie Atondo, Children's Dental

"A **wealth of information!** Lot's of great ideas we can start to implement on Monday! Thanks Laura!"

Lindsay Bancroft, Carmel Valley Dental

FRONT OFFICE *Rocks*®

Powered by  DentalWhale™

Get in Touch with Us

Phone: 800.914.3595

Email: Christy.Claywell@dentalwhale.com

www.frontofficerocks.com

13621 NW 12th Street, Suite 120
Sunrise, FL 33323



“My wish for you is to know how important you are to your patients. Recognize how much of an impact you make in your patients’ lives and know that every little detail makes a difference. **You help people live a longer, healthier life!**”

– Laura Nelson