



TAKING CASE ACCEPTANCE UP TO THE NEXT LEVEL

The success of a practice hinges greatly on the ability to have patients nod “YES” to proposed treatment. Significant increases in office production result from improvement in just this one area.

Case presentation is a complex issue, which requires a carefully thought out process, grasp of human behavior, strong language skills, and a team effort. All four components are covered in this seminar.



Here are some of the things your audience will learn in this information-packed seminar:

- How to start building trust from the patient's very first visit.
- Understand different patient personalities and how to present treatment to them.
- How to increase acceptance of comprehensive care, ethically, and without aggressive sales techniques.
- How and when to discuss money with patients.
- The dental team's role in case presentation and acceptance.

All other things being equal, case acceptance is the **key** difference between the average general dentist and those netting two or three times as much.

Presentation Length: 1 Hour or 90 minute Seminar; Half-Day Workshop

YOUR SPEAKER: Peter Gopal, PhD, is the president of Visionary Management, a consulting firm that helps dentists increase production and create business systems to improve practice profitability.

Since 1999, Peter has served as the business director of a dental practice operated with his wife, Dr. Hema Gopal, MBA, DMD. Peter is a regular contributor to *Inside Dentistry* as well as the Academy of General Dentistry's *Impact* magazine.



Peter has more than a decade of corporate experience at a Fortune 500 firm and is a graduate of the Wharton Management Program. He obtained his PhD in engineering from Cornell University.



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