114th Annual Session
“BIG SMILES IN THE BIG EASY”

April 25 to 29, 2014
Morial Convention Center
New Orleans, LA

“DUAL or DUEL”
Relationship Management in the Orthodontic Office

A guest lecture by
Suzanne Boswell
and
Rosemary Bray
DUAL or DUEL Within Your Team

The time most people are awake that is spent communicating in some way will total approximately ____% of their entire day. For many, those percentages are even higher.

____% is listening
____% is speaking
____% is reading
____% is writing

I’d bet you never thought about that – few would.

We will recall only about ______% of the verbal message we heard and after only 10 minutes time, we have lost ______% of it. Later in the same day, another ______% is gone.

When you speak to another person ~

1.) _____ % of your message is - the actual choice of words you use

2.) _____ % of your message is - the tone of your voice, the speed, the pausing, the up, the down, the soft, the loud….what we call the inflection

3.) _____ % of your message is - your body language, what you do with your eyes, your hands, your mouth and smile, or lack of, do you touch, move, or look comfortable or rigid?

You need to understand right away, it is not so much that you carefully choose the exact best WORDS to use when you communicate with others, it is often more how you sound when you say the words you do happen to choose. I love the saying – Say What You…

___________________________________________________________

One of the things I teach when I go into a practice as a coach or consultant is that effective, great verbal communication has to include T________ B__________

I__________________. It has to be first of all, O_______. That means __________

__________________________________________________________

Does your practice communication include this first criterion? Secondly, communication has got to be H_________. What that means is __________________________

__________________________________________________________

Do you all sugar coat your words or agree with someone because that is what you think they need to hear or want to hear? I find this often happens when the communication is from Team Member to the DR or vice versa. Many people are afraid to say what they really think or feel for fear of retaliation or hurt feelings or some form of consequence. That brings us to the third and MOST important criteria in great verbal communication and that is called S__________. It means just that. __________________________

_____________________________________________!

The main reason Ortho Team Members are not fully O_________ or H__________ is because # 3 is lacking, the S_________ part. This holds true in communication between married team members or between parent and child as well.
DUEL Communication Can Come From ~

1) The Office G_______________
2) The BMW ~ B______________ M______________ W_______________
3) The team Meeting N_____ - P________________
4) The AM Huddle N_____ - P________________
5) Using trigger words such as You N_____, You A_______, You S________
6) Having B____ L____________ that is not consistent with the verbal message

DUAL Communication Can Come From ~

1) Learning To Be A _______________________. Allow people to finish their own sentences. No matter how enthusiastically you want to jump into the conversation, show respect for what the person is saying by patiently hearing them out. Remember that _____________________ and _____________________ have the same letters in them ~ maybe for a good reason. The analogy of 2 ears and 1 mouth is a very good one. You have 2 ears because. . .
   a) It’s twice as _________________________________
   b) It’s twice as _________________________________

2) Maintaining Your E______ C____________ with the other person and a neutral body stance, remembering that more than half your message is your body language, not your words! Look other people in _____ when you talk with them. It shows you are 1) T________, 2) I _____________ and 3) C__________.

3) Talking In P______________________________ ~ They work so much better than negativity. Learn those negative words and try to eliminate them from your vocabulary. You always, you never, why can’t you, you make me feel . . . all can close the doors of comfortable communication amongst your team.

4) Avoiding the B_____________ G_____________ ~ Keep it pleasant and when it is sensitive, take the conversation into a quiet place, or to a separate room. It demotivates and embarrasses people to be publically condemned or made to look wrong or at fault. Don’t go there. Let others help you find solutions to concerns ~ people usually want to be part of the solution. YOU should be.

5) Showing E_____________________________. It is so hard to fight with someone when they are sympathetic to your concerns. You never want to get into their argument if you can help it. Keep Your Cool! It’s like wrestling with a _______. You both get dirty and the _______ really likes it. A quiet voice, pleasant words and a calm demeanor work best to be Dual and not Duel.

6) Remembering That _____________________________.
   That means be patient with yourself and keep practicing! There are many books,
audio tapes and CD's and a variety of great courses to take to help improve communication ~ often the best teacher is to Practice Practice Practice!

You have the opportunity to PRACTICE DUAL COMMUNICATION at . . .

A_______ J______ R_______ of your entire team
M____________________ like this
M________ H________ every day before seeing patients
M________ T_____ M _________ and when on the phone with colleagues, referring Dentists, when at home with your spouses or family and even in front of the mirror if need be.

Get a C________, find a M__________, take a C__________, read a B__________, ask others to watch you present or listen to you and give you suggestions, tape yourself on the phone ~ until you are happy with the results. And if you still are not happy, continue to P___________ P___________ P___________!

. . . Tips To Help You Deal With People Who Might Try To Drive You Nuts . . .

1) **Confront Them** - Don't be afraid to approach people you've been avoiding. Most of the time, resolution is only a conversation away. It does not need to be confrontational. It IS a conversation, so think it that way.

2) **Collect Your Thoughts** - Before any big conversation, take a walk or take in a few deep breaths. That can help you avoid attacking or insulting the other person. Be prepared with bullet points jotted down ahead of time if that helps you to stay on track, to remember and to keep your cool.

3) **Start With a Question** - Ask if the other person has the time and inclination to talk about the issue. Set a time that works for both of you, not merely you. If the answer is no, wait for another opportunity and ask them again another time. This shows your desire in wanting to find a solution and start over. If they say yes, start by expressing how much you value your relationship with her/him. And you DO value it or you would not be having the conversation, or reading this!

4) **Speak Carefully** - Remind yourself to keep the criticisms to a minimum. Imagine the conversation going well and leading to a better understanding of each other. SEE it being successful before you begin. Again, choose the positive sounding words without playing the “blaming and shaming game”. Avoid *you always* or *you never*. 
5) **Give Your Full Attention** - If you ask open-ended questions, they'll feel heard and be more inclined to consider what you have to say. It's also crucial to allow time for the other person to respond to what you've said, and to speak without interruption. Try to avoid yes and no reply questions. Again, no interrupting ~ let them speak, waiting until they are done before you begin no matter how badly you want to jump in.

6) **Admit Your Own Mistakes** - Acknowledge what you may have done or said that might have been hurtful, and let the grudges go. Whether they were purposeful or not intended, perhaps you did make a mistake or hurt the other person in some way and you can now show that you want to start over and erase that error. **SORRY** is a very powerful and healing word. Don’t be afraid of it.

7) **Accept The Outcome** - Sometimes a resolution isn't possible. Acknowledge to yourself that you tried; everything else is out of your control. The other person, even if they do not forgive and want to start a better, renewed relationship with you, will most likely respect you for trying at all. It is more than what they did to repair the situation. Know that they are at least thinking you took the high road; you tried. Perhaps one day, they might be open to finishing the conversation that you began.

**Reading / CD’s To Assist In Dual Communication ~**

*How to Win Friends and Influence People* ........................................... Dale Carnegie

*Crucial Conversations* ............................................................ Kerry Patterson

*The Girls’ Guide to Being a Boss (Without Being a Bitch)* .............. Caitlin Friedman

*Make People Like You in 90 Seconds* .................................... Nicholas Boothman

*The Power of Body Language* .................................................. Joe Navarro

*Relationships 101* ...................................................................... John Maxwell

*Positive Words ~ Powerful Results* ............................................. Hal Urban

My conversation can be more DUAL and less DUEL by ____________________________

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"**Words mean more than what is set down on paper. It takes the human voice to infuse them with deeper meaning.**"

*(Maya Angelou)*
Meet Your New Orleans AAO Speaker: Rosemary Bray

Rosemary Bray has spent more than 30 years employed in the Dental profession, with experience in General Dentistry, Periodontics and Orthodontics (18 years). She "retired" as a team member in 1998 to begin her self-employment as both a speaker and consultant. She is proudly celebrating her 44th year in the profession of teeth this year and she has now worked on every continent except Antarctica! (Penguins don't care apparently 😊)

She has lectured and consulted both nationally and internationally on behalf of the AAO, numerous Orthodontic companies, various Dental societies, Dental and Ortho study groups and for her own workshops and seminars. She speaks at most national Dental meetings as well as Ortho sessions. Rosemary is self-employed as an Ortho office trainer and consultant specializing in New Patient Exams/TC Training * Internal and external marketing * Outstanding customer service * Verbal, written & telephone communications skills * Team relationships, teamwork, motivation, incentives, retreats and team building. She gives personalized office retreats and seminars and is available for speaking engagements to a variety of professional groups, large or small. A very popular lecture is her Appreciation Seminar to thank all of your Dental referrals for supporting your Orthodontic practices. You invite them, feed them, thank them and give them a Day of Bray as a way to say Thank You For Supporting Us!

DEBAND SINGING ~ See Rosemary’s website to order her book containing 50 different, fun, crazy Deband Songs to sing ~ the sure fire way to jazz up your patient Deband Celebration! She is known for her Deband Pizazz and has now written over 80 songs!

ORTHO CAMP ~ the fun and motivating Ortho seminar held annually at a beach resort outside the USA has come to a conclusion after 10 glorious years plus the Final Fling which was held in March of 2014 - the last Ortho Camp ever in the history of the profession! See www.Orthocamp.net for photos of the great time had, the Fun in the Sun, the camaraderie and the excitement of attending this FUN, annual, barefoot seminar on the beach at various gorgeous all-inclusive resorts!

ORTHO TC TRAINING ~ Rosemary will be giving THREE 2 day intensive TC training courses in 2014. Newark is first in July, then Chicago in October and lastly in the beautiful beachside town of Carlsbad, CA also in October. To get detailed information on these courses, please refer to her webpage.

Carlsbad is home to LEGOLAND, amazing outlet malls, many great restaurants and sights, the blue Pacific Ocean and Rosemary too!

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Meet Your New Orleans Speaker: Suzanne Boswell

Suzanne Boswell comes from mainstream business with extensive experience in management, customer relations, training and design. In 1983 she formed Boswell Presentations, to help teams develop interpersonal, relationship and business skills.

A professional speaker for more than 30 years with clients in hospitality, banking, healthcare and dental, Suzanne speaks to groups throughout US, Canada and Europe. Presentations, workshops and consulting help individuals and practices in teambuilding, customer relations, interpersonal skills and impression management. A past President of the National Speakers Association of N.Texas, a few corporate clients include Marriott Hotels, American Airlines, Mellon Bank, Federal Reserve Bank.

For the past 25 years the majority of clients come from the dental professions. As an undercover “Mystery Patient”, she conducted ground-breaking research on how patients perceive practices – how they choose a practice, why they leave and why they stay. She has visited hundreds of offices throughout North America. Following a visit to an orthodontic practice, she was so impressed with the office and team that she ended up getting braces! She is author of the book, “The Mystery Patient’s Guide to Gaining & Retaining Patients” (PennWell) and won 2 national awards for her eye-opening journal column, “The Patient’s Perspective”. At the request of the American Dental Association, Suzanne co-wrote and hosted the video, “The Patient-Friendly Office”. She has been honored to be included in Dentistry Today’s “Leaders of Dental Consulting” for the past 9 years.

NEWEST RESEARCH PROGRAMS

TEAMBUILDING WORKSHOPS: In highly interactive workshops Suzanne investigates the reasons that some teams are thriving and other teams are dysfunctional. The goal is to help teams become more cohesive, enabling them to function at higher levels and confidently manage conflict. Teams learn and practice new communication techniques in a safe, facilitated workshop environment. This topic is great for new teams, long-term teams and teams that are experiencing challenges.

INTERDISCIPLINARY WORKSHOPS: Her research into interdisciplinary relationships helps specialists and generalists develop mutually beneficial relationships, enabling them to move to the next level while providing higher levels of comprehensive care to patients. These workshops are powerful for strengthening professional relationships and are especially effective for study clubs.

A personal message from Suzanne

It would be a pleasure to be of service to you and your group! Whether it’s your own practice, your study club, your society or a presentation for your referring offices, I’d like to customize a program to meet the special needs for your organization.

Call me directly or email me your questions. Let me know how I may help you. I welcome your questions and your inquiries and will respond promptly.

I invite you to visit our website where you will find extensive information including program descriptions. You’ll find many of my published columns and articles to download for team use. Thank you for your interest and I hope to be of help to you in the future!

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RELATIONSHIP MANAGEMENT WITH PATIENTS

UNMASK THE MYSTERY of …
Interpersonal relationships with your patients

MEETING THE PATIENT
Patients make judgments VERY quickly – about you, your team, the doctor and the outcomes expected. Their perceptions start at the moment of first meeting – whether that is on the phone or in person.

WHY ARE INTRODUCTIONS SO IMPORTANT?
1. ___________________________ is the smallest increment of relationship.
2. ___________________________ can be a moment of revelation about you.
3. ___________________________ can indicate your degree of presence.
4. ___________________________ can shorten the practice relationship process.

HOW DOES YOUR BODY LANGUAGE AFFECT PATIENTS?
1. ___________________________ Hint: This can be seen from a distance.
2. ___________________________ Hint: You can't see it yourself unless you have a mirror.
3. ___________________________ Hint: Our pets even communicate with these.

WHAT IS YOUR MOST IMPORTANT ATTENDING SKILL?
Answer: When you are with the patient …
COMMUNICATING WITH YOUR PATIENTS

HOW DOES YOUR VOCAL QUALITY AFFECT PATIENTS?

1. We increase commonality and ease in conversation when we:

2. __________________________________________________________________EXCEPT when the patient sounds ____________ or ________________

3. You communicate confidence when you let your voice ________________

4. The power of a ________________ = it can regain attention and AND it can emphasize importance of your message!

WHAT ARE THREE MAGIC PHRASES THAT SHOW YOU LISTEN & CARE?

1. Tell _______ = __________________________________________________

2. I _________ = ____________________________________________

3. I _________ = ____________________________________________

WHAT IS MORE IMPORTANT ... FIRST IMPRESSION OR LAST IMPRESSION?

Answer: ____________________________!

• If you _____________________, you may not ______________________

• Your _______________________ may establish the ____________________

YOUR CREDIBILITY INCREASES WITH ...