The American Association of Orthodontists
Presents Their 116th Annual Session

“Bringing Us Together”

April 29th to May 3rd, 2016
Orange County Convention Center
Orlando, Florida

Featuring A Lecture By
Rosemary Bray

“Put The Disney Way In Your Ortho Day”

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“Put The *Disney* Way In Your Ortho Day”

This handout is intended to be used as a worksheet at a future Team Meeting following your attendance at this 2016 AAO in Orlando. Bring it to your meeting and answer the questions after you have taken notes today. Complete it with your team and discuss ways you can improve your Patient Experience. Ask yourselves, in all areas of your practice, as they do at Disney World, “What Would Walt Do?”

Did you know ~

- Walt Disney was born in Chicago in 1901 – the same year as the official start of the American Association of Orthodontics!
- He lived most of his life in Missouri and studied Art in school
- He joined the Red Cross, went to France, and came home to open a Commercial Art business
- He went bankrupt, moved to Los Angeles with $20 in his pocket – and the rest is history, very GOOD history!

Disneyland opened in July 19____ and Disney made it successful because of his incredible devotion and commitment to the Guest Experience.

Here at Disney World, the Customer is Always A Guest! Never A Customer, Always A Guest!

1) How Do We Make Our Ortho Patients Feel Like Our GUESTS?
   a)__________________________________________________________
   b)__________________________________________________________
   c)__________________________________________________________
   d)__________________________________________________________
   e)__________________________________________________________

2) Walt Coined the Term GUESTOLOGY ~ How Do We Have PATIENTOLOGY?
   a)__________________________________________________________ in Our Office?
   b)__________________________________________________________
   c)__________________________________________________________
   d)__________________________________________________________
   e)__________________________________________________________

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3) Disney Cast Members Have Extensive Training ~ Our Cast (Team) Has Good Training By ~
   a) ___________________________________________
   b) ___________________________________________
   c) ___________________________________________
   d) ___________________________________________

4) Disney Cast Members Do NOT Say Certain Words. Words We Do Not Say Are ~
   a) ___________________________ f) ___________________________
   b) ___________________________ g) ___________________________
   c) ___________________________ h) ___________________________
   d) ___________________________ i) ___________________________
   e) ___________________________ j) ___________________________

5) Disney Cast Members Are Taught To Exceed the Guests Expectations. We Do That Consistently in Our Office By ~
   a) ___________________________________________
   b) ___________________________________________
   c) ___________________________________________
   d) ___________________________________________

6) Disney Also Teaches Each Cast Member That Their Role is Significant. I know My Role Is Significant In These Ways ~
   a) ___________________________________________
   b) ___________________________________________

7) Disney Commits To The “3 I’s”. We Do This Well in Our Office By ~
   1) I _____ Everyone _______________________________________
   2) I _____ Everyone _______________________________________
   3) I _____ Everyone _______________________________________

8) Disney Spends TIME and MONEY To Make Things Better & Right. We Do
   a) ___________________________________________ This By ~
   b) ___________________________________________
   c) ___________________________________________

9) Walt Disney Refused To Have GUM in His Park. In Our “Park”, We Refuse
   a) ___________________________ b) ___________________________ To Have ~
   c) ___________________________ d) ___________________________
10) The Disney Institute Teaches Their Cast Members To Be Customer Problem Solvers & To Gain Customer Feedback ~ We Do Both Of These By ~

- a) ____________________________________________
- b) ____________________________________________
- c) ____________________________________________
- d) ____________________________________________

The Motto Of Walt Disney Was Dream, Dare, Believe, Do
In Our Office We Do This By

DREAM ~ ____________________________________________
(Do we have anyone who does not follow the dream?)

DARE ~ ____________________________________________
(Do we have anyone who will not dare to change, grow or risk?)

BELIEVE ~ ____________________________________________
(Do we have anyone who does not believe in the profession, the Doctor, the fees, the practice or each other?)

DO ~ ____________________________________________
(Do we have anyone who is not willing to do “whatever it takes”?)

*  *  *  *

Disney Guests, and Our Guests, Expect 3 Things At Each Visit

1 ~ Pers ____________________________________________
2 ~ Oper ____________________________________________
3 ~ Prod ____________________________________________

Do We Give All Three To Each Ortho Guest Every Time ??
Yes____  Maybe____  Sometimes____  No____
Disney Guests WAIT To Go On The Rides And Walt Entertains Them.  
When Our Guests Wait At Our Office ~ Here is How We Entertain Them

1
2
3
4
5
6
7
8
9
10

Do We Tell Patients About The Wait Like Disney Does in the Park?

Some Fun Things We Could Do While Our Guests Are Waiting ~

1-  5-
2-  6-
3-  7-
4-  8-

~ ~ Several Of Disney’s Best Quotes Are ~ ~

“You Can Dream, You Can Build, You Can Create The________________________”
This Applies To Our Practice Because ~

“Never Allow Backstage To ____________________________________________”
This Applies To Our Practice Because ~

“Do What You Do So Well That They ______________________________________”
This Applies To Our Practice Because ~

“I Only Hope They Never Lose Sight of One Thing . . . It All _________________”
This Applies To Our Practice Because ~

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Suggested Reading To Help Put The Disney Way In Your Ortho Day

How to Win Friends and Influence People
The 7 Habits of Highly Effective People
Raving Fans and Gung Ho!
Selling the Invisible, The Invisible Touch, or What Clients Love
Relationship Selling
How To Win Customers and Keep Them For Life
Positively Outrageous Service or Outrageous!
Fabled Service
The Nordstrom Way
Delivering Knock Your Socks Off Service
144 Ways to Walk the Talk
Fish!, Fish Tales, Fish Sticks, Fish for Life
Pushing the Envelope
The Purple Cow
Think Out of the Box
Branded Customer Service
Marketing Outrageously
Who Stole My Customer?
It All Starts With Marketing
Setting the Table
Delivering Happiness
Hug Your Customer
Mom 3.0
How To Make People Like You in 90 Seconds

Disney – An American Original
Perfecting the Art of Customer Service
The Disney Touch
The Disney Way
Inside the Magic Kingdom
The Hidden Magic of Walt Disney World
Disney U

Dale Carnegie
Stephen Covey
Ken Blanchard
Harry Beckwith
Jim Cathcart
Michael LeBoeuf
Scott Gross
Betsy Sanders
Spector/McCarthy
Anderson/Zemke
Harvey/Lucia
Stephen Lundin, PhD
Harvey MacKay
Seth Godin
Mike Vance
Janelle Barlow
Jon Spoelstra
Harvey Thompson
Dr Ann Marie Gorcezyca
Danny Meyer
Tony Hsieh
Mitchell Green
Maria Bailey
Nicholas Boothman
Bob Thomas
The Disney Institute
Ron Grover
Capodagli & Jackson
Tom Connellan
Susan Veness
Doug Lipp

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Meet Your 2016 AAO Guest Speaker

Rosemary Bray spent more than 30 years employed in the dental profession, with experience in general dentistry, periodontics and orthodontics (18 years). Her last 16 years were as Office Manager and Treatment Coordinator for a quality San Diego orthodontic practice. She left in December of 1998 to begin self-employment as a speaker and consultant. She celebrates this year, her 47th year in the dental profession. Yes, that was 47 . . . She has truly “Been there and done that!”

She taught oral hygiene and dental care to 400 children from 37 different countries at the International Community School of Zurich while she and her family lived in Zurich, Switzerland. A tooth brushing program was instituted in the school curriculum as a result and the program is still on going after 20 years. Those kids are brushing!

Rosemary has lectured nationally and internationally on every continent except Antarctica (penguins don’t care yet!) on behalf of the American Association of Orthodontics, numerous orthodontic companies, various national & state dental societies, dental and ortho study groups and for her own workshops and seminars. In 2011, she was the Program Co-Chair for the AAO Annual Session in Chicago and has spoken at more than 24 AAO’s. She’s been a featured dental speaker as well at every major dental meeting including Chicago Mid-Winter, Yankee, Hinman, AAPD, SWDC, CDA and ADA meetings among many others.

Rosemary is a Past President and Board Member of the San Diego Children’s Dental Health Association (a non-profit, 55 year old dental clinic in San Diego which treats approximately 500 needy children each month). This is a last resort care facility which relies on donations alone to operate. In 2007, the clinic began to treat its very first Orthodontic Patients!

She has been a visiting Clinical Instructor in the orthodontic department of the University of the Pacific, School of Dentistry in San Francisco where she donates her knowledge and experience to the future orthodontists studying there and speaks at many universities about the non-clinical aspects of running a successful practice.

She has been on the Board of Directors for the American Association of Orthodontics Foundation (AAOF), which supports and promotes education and research in orthodontics. Rosemary also serves on the Education Committee for the Pacific Coast Society of Orthodontists (PCSÖ) and assists in planning Annual Sessions for that society.

Rosemary is self-employed as an Ortho office trainer and consultant specializing in ~
New patient exams
Outstanding customer service
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. A popular lecture is her Appreciation Seminar to thank your Dental Referrals for supporting your Ortho, or other dental specialty, practice.

Rosemary’s life and the lives of her family have been enhanced through the profession of Dentistry and Orthodontics and she continues to thank you all for that every day!

And she has been to Disneyland or Disney World 49 times ~ this makes #50! Thank You AAO !!