



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



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“Put The 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** in Our Office?*

- a) _____
- b) _____
- c) _____
- d) _____
- e) _____



3) *Disney Cast Members Have Extensive Training ~ Our Cast (Team) Has Good*

- a) _____
- b) _____
- c) _____
- d) _____



Training By ~

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) _____
- c) _____



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

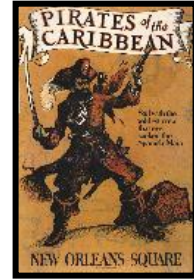
- 1 ~ Pers _____
- 2 ~ Oper _____
- 3 ~ Prod _____

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 ~



***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

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 Gorczyca
 Danny Meyer
 Tony Hsieh
 Mitchell Green
 Maria Bailey
 Nicholas Boothman

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 *



Given Today
 As Prizes

Bob Thomas
 The Disney Institute
 Ron Grover
 Capodagli & Jackson
 Tom Connellan
 Susan Veness
 Doug Lipp

