



The American Association of Orthodontists
Presents Their 115th Annual Session

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Moscone Convention Center
San Francisco, CA



“The Service Connection”

A Safari of Customer Service



By



Rosemary Bray and Joan Garbo





“Safari of Service”



For those of you have *not yet* had the extreme joy of going on an African safari, when one does go on a safari, hunting for the “**Big 5**” is what you do! The **Big 5** are the animals one wants to, needs to and pays to see! They are considered the most endangered, the most dangerous and the most terrific to actually see. When on safari, if you are fortunate to experience all FIVE, your safari is considered to be successful and complete. Likewise, if your patient is at home hunting for an Ortho Practice to treat their family ~ it is critical in today’s Ortho world to also hunt for the “**Big 5**” ~ in customer service! These are also the 5 things your patient wants to, needs to and pays to see. They can be considered to be the most critical, most sought after and most remembered aspects of a quality practice. The only difference in “**Big 5**’s” might be the location! SERVICE around the world means the same thing to everyone. Everybody wants it, expects it, pays for it and seeks it out. It can be a HUNT.

The theme of this year’s 115th AAO Annual Session is *Bridging the Gap Between Science and the Technology of Orthodontics*. What does that mean to “Bridge the Gap” between them? We both (Ro and Jo) unanimously feel that Great Customer Service **IS** the Bridge. Without it, you may have *Science* and be the best clinical Doctor and practice around. You might have *Technology* and possess every widget, gadget and tool our profession can offer. However, without the *Service* aspect well in place, in your practice all the Science and all the Technology possible will NOT make you thrive and be successful. Those things *might* draw the patient into the office, yet it is the caliber and the consistency of great SERVICE which will keep them there and make them want to refer others. This has been, is now and shall be forever, the glue that holds the Science and the Technology all together.

SO how do you ~

- 1- **Capture** ideas of what service means to your patient
- 2- **Discover** the “Big 5” service tips to enhance your practice
- 3- **Hunt** for ways to further improve your level of patient care

Jump in the jeep . . .



On An African Safari ~ The “Big Five” Are . . .

#1

LEOPARD ~



The **LEOPARD**, like all cats, growls when angry and purrs when content.

(Some patients do that!)

He has a great ability to climb trees quickly rather than to run and has an exceptional ability to adapt to its environment.

#2

ELEPHANT ~



The **ELEPHANT** is a highly caring and sensitive animal that can express grief, compassion, self-awareness, altruism and can play. *(Like patients do!)* It can hear sound waves far below human capabilities and can communicate well across miles.

#3

CAPE BUFFALO ~



The **CAPE BUFFALO** is known for having an exceptional memory and can remember animals/people that have harmed or helped them many years later. They are tactile and demand affection.

(So do patients!)

#4

RHINO ~



The **RHINO** has its closest relationship between a female and her calf, lasting up to 4 yrs. As the calves mature, they leave their mothers and join other females and their young. They are loving and nurturing animals. *(Like many of you!)*

#5

LION ~



The **LION** is the only big cat to live in groups, called prides which are close to our family groups. *(And Ortho teams!)*

Lionesses are caring mothers and will even take care of a neglected cub.

Lions communicate through a range of highly developed expressive behaviors and movements. *Don't you too?*



In An Ortho Practice
The “Big Five” of Service Are



LEOPARD ~ Listening

“If you want to be heard, listen first!” When someone complains or corrects you, do you get defensive or do you really listen?

ELEPHANT ~ Empathy

“Empathy is about standing in someone else’s shoes, feeling with his or her heart, seeing with his or her eyes.” (Daniel Pink) Do you make “difficult patients” wrong and try to avoid them or do you try to see life from their perspective?

CAPE BUFFALO ~ Caring

“People don’t care how much you know, they want to know how much you care.”
Do your patients know how much you truly CARE about them? Do you?

RHINO ~ Relationship

“If people like you they’ll listen to you, but if they trust you, they’ll do business with you.” (Zig Ziglar) Do you build trust by creating a genuine relationship with each and every patient and can they feel it right from the beginning?



LION ~ Love

“*Work is love made visible.*” (Khalil Gibran) Do you truly LOVE what you do each and every day and those with whom you do it and those for whom you do it?



Our Patient Service Can Improve By ~

Resources To Improve Service and Patient Care ~ Rosemary & Joan's Favorites

How To Win Customers and Keep Them For Life
Relationship 101
Branded Customer Service
Delivering Knock Your Socks Off Service
Delivering Happiness
Setting the Table
Hug Your Customer
9½ Principles of Innovative Service
Something to Smile About
Gung Ho!
The Only Thing That Matters
The Joy of Service
*The How of Wow ***
*Customer Empathy***

Michael LeBoeuf
John Maxwell
Janelle Barlow
Anderson/Zemke
Tony Hsieh
Danny Meyer
Mitchell Green
Chip Bell
Zig Ziglar
Blanchard & Bowles
Karl Albrecht
Ron McCann
John Murphy
Ross Shafer

****Given By Rosemary & Joan
As Prizes Today!**



Meet Your San Francisco Speaker: Rosemary Bray

Rosemary Bray has spent more than 30 years employed in the Dental profession, with experience in General Dentistry, Periodontics and Ortho (18 years). She “retired” as a team member in 1998 to begin her self-employment as both a speaker and consultant. She is proudly celebrated her 45th 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 (she is honored to have been AAO Staff Co-Chair in 2011), for 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!*

To Reach Rosemary ~

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Meet Your San Francisco Speaker: Joan Garbo

Joan Garbo has been a speaker, consultant and coach in the dental community for the past 29 years. Her expertise in effective communication and relationship skills stems from her graduate work in Speech Pathology and Audiology. During her 10 year career as a certified audiologist in New York hospitals, Joan became a student of normal communication technologies, and in 1978 she changed careers to become a speaker and trainer for an international training and development company. During this time she was the manager of the Dallas office and was rated in the top 10 centers in the country, attesting to her skills in leadership and management.



In 1987 Joan joined Paradigm Practice Management which offered practice management seminars to orthodontic practices. In 1991 Joan became a solo-preneur offering consulting services, executive coaching, and presentations to organizations, the AAO, as well as study groups, and orthodontic companies, and Appreciation Seminars for orthodontists as a way to thank their referring doctors for their support. Her “edutainment” presentations, both domestically and internationally, are widely acclaimed for being inspiring, motivating and packed with great information that supports practice and personal growth. Joan’s focus is on how the doctor and team communicate and relate to each other and the impact that has on the patient’s experience of service. Joan’s commitment is to transform the experience of work from “I gotta go to work” to “I get to go to work!”

To Reach Joan ~

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