

Are You Ready To Grow Your Dental Business? Penny Reed Gets Results

Penny Reed is a nationally renowned dental practice management coach and speaker. Her unique combination of management experience, success as a dental practice consultant, and business administration education make her one of the most effective dental practice coaches and speakers in North America. With more than 23 years of management experience, from publicly traded companies to dental practices, Penny has the unique ability to quickly pinpoint challenges and turn around underperforming practices.

After successfully managing an IT division for an international retail store, in 1992 Penny was recruited by her own dentist to manage his growing dental practice. Penny worked as an office manager in this dental practice and became adept at managing personnel issues, negotiating financial agreements, implementing a scheduling protocol, and developing other must-have skills for successfully running a dental practice. Her excitement about the possibilities for improving struggling or stagnant practices using her proven methods prompted Penny to enter the dental consulting

world; in 1994 she joined a well-known nationwide consulting group, and became a franchise owner.

As Penny continued to work with practices across the nation who faced similar challenges in unique environments, she soon saw that the solution to improving these practices called for a more personal and customized approach. So, in 2001 Penny launched a new dental coaching business and continues to work with practices across the country, including multi- and single-doctor practices, from general dentists to specialists, offering customized solutions to their biggest problems and helping the doctors to set, achieve, and maintain their own unique goals.

Penny is passionate about working with dentists and their teams to grow their dental businesses. She utilizes a combination of in-office and virtual training and coaching to assist dental teams in achieving their goals. By utilizing the principles in **Growing Your Dental Business**, most of her clients achieve an increase in collections of 25% or greater.

Most Popular Presentations

Growing Your Dental Business is designed to teach dental business owners and office managers the critical trends in dental business and the economic impact on their practices. Participants will discover the 5 primary keys to Growing Your Dental Business. This program is based on her book, **Growing Your Dental Business**.

Turn Your Team Into A Marketing Machine – Want to grow your practice without breaking the bank? Learn how to boost your image and your practice with a purpose. Excite, energize and engage your team with ways they can directly assist in growing the practice.

First Impressions and Beyond! – Learn the skills necessary to persuade new patients to say “Yes” to schedule and keep their appointments. Discover the top mistakes that practices make on the phone with new patients and how to turn the ringing phone into a greater return on investment.

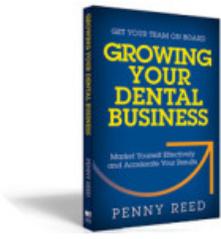
Penny is a member of the National Speakers Association and the past president of the Tennessee chapter.



Past Presentations:

- University of Alabama-Birmingham CE Program
- University of Phoenix-Nashville CE Program
- Arkansas Dental Association
- Mississippi District II Study Club
- MS Association of Women Dentists—Greenwood
- American Association of Dental Office Managers

Book Penny to speak by emailing penny@pennyreed.com or calling [1.888.877.5648](tel:1.888.877.5648). Sponsorships available.



Presentation Topics

I. **Growing Your Dental Business**

- Learn the critical trends in dental business and the economical impact on your practice
- Discover the 5 primary keys to Growing Your Dental Business
- Adapt and thrive in today's dental economy

II. **Turn Your Team Into A Marketing Machine – Want to grow your practice without breaking the bank?**

- Learn how to boost your image and your practice with a purpose
- Excite, energize and engage your team with ways they can directly assist in growing the practice

III. **First Impressions and Beyond!**

- Learn the skills necessary to persuade new patients to say “Yes” to schedule and keep their appointments
- Discover the top mistakes that practices make on the phone with new patients and how to turn the ringing phone into a greater return on investment

IV. **Smart Dental Scheduling – Want a more consistent and profitable schedule?**

- Discover the power of effective pre-blocking
- Learn how an effective huddle can add thousands to each day's schedule
- Understand how route slips are worth more than their weight in gold—even in a paperless office

V. **Holy Molar This Should Be Fun!**

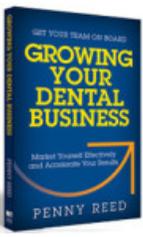
Having more fun in the dental practice promotes team morale and magnetizes patients to your office. Participants will learn:

- Improved Communication = Happier Team Members
- The Smileosophy Brand of Customer Service to Increase Patient Engagement
- Unleash the Power of Sincere Appreciation

VI. **The Team Driven Dental Practice**

The business of Dentistry affects not only the dentist and business manager but also the entire team. Participants will discover:

- The current status of the dental economy and how it impacts the dental team
- How to be proactive and anticipate change
- Effective ways to engage the patient to increase case acceptance



What Others Are Saying About Penny Reed and *Growing Your Dental Business*

“Penny Reed is a gem! Her book gives dentists practical, yet innovative ways to increase not only their production, but more importantly, their bottom line. Having worked with Penny over several years, I can say that her inventive systems work in the real world, not just on paper. Her ideas not only resonate with the dentist, but she has the ability to get full staff buy-in, which is vital in the improvement of any dental office. I not only highly recommend [Growing Your Dental Business](#), but also Penny’s consulting expertise. She combines proven techniques with her vivacious personality which can only be a win-win for any dental practice.”

Dr. Jason and Cindy Parolli
Dentist and Office Manager
DeSoto Family Dental Care

“While in dental school, did you get a business degree? Penny’s no nonsense, tactical, easy to implement strategies provide the road map for your practice to flourish. Growing your Dental Business is a must read!”

Bete Johnson
Vice President of Business Development
CareCredit

“Great stuff! Really loaded and to the point lessons that would help ANY dental practice be more competitive. You have walked us through every aspect of the business side of dentistry and given great reasons of why we need to track certain things, how to do it and financially why it is critical that we do it. You show us how to evaluate insurance plans, make a financial decision based on the numbers whether it is a good plan to join or not, not just a feeling or a hunch. Also some great marketing ideas that work in today's economy. Thanks so much for all the help with our practice.”

Dr. David Ijams
General Dentist
Memphis, TN

“Penny Reed has an amazing way of making something so confusing sound so simple! The principles in this book have been time tested and proven over and over by myself and others. Running a thriving dental practice can be daunting and we as dentists really know very little about the "Business of Dentistry". When I need a "Go To" person for answers, Penny is the one that always pops into my head!”

Dr. Kevin Rowan
General Dentist
New Albany, MS