

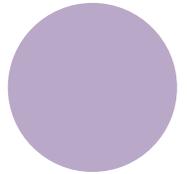
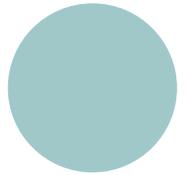
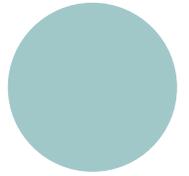


MEETING PLANNER SPEAKER PACKET

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Speaker Packet Table of Contents

Testimonials from Linda Miles & Debbie Castagna.....	3
Summary of Jan Keller Practice Management Programs	4-8
Jan Keller Speaker Bio	9
Program Customization Options	10
Sample Speaker Agreement	11-12



Testimonials



"I've known Jan Keller for seven years and have been totally impressed by her rise to success in the dental practice management arena. With her expert knowledge of dentistry and human resources she can absolutely help any dentist be assured of not only hiring the right candidate for the job, but also make sure that person is fully trained to perform at the highest level of efficiency.

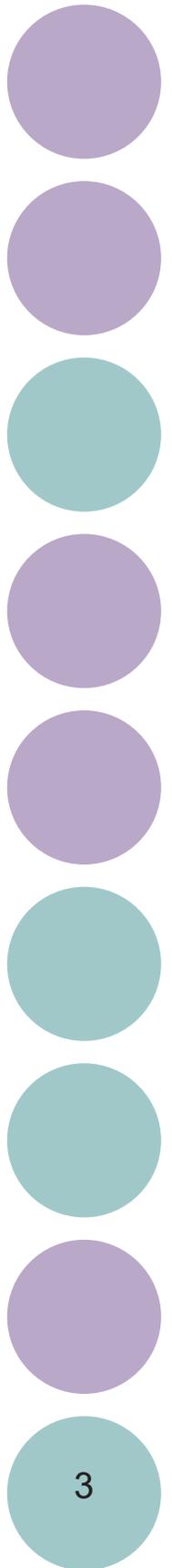
Jan believes, as I do, that team members perform to their level of training. So many dentists spend lots of money in marketing or advertising and forget to spend a nickel training their team how to treat the customer who calls or walks through the front door. Jan's an expert on customer service, communication and continuing care. She is also the ideal speaker for team appreciation seminars or team retreats. She brings out the best in people. Besides her skills as a speaker and consultant, she's a very nice person who is easy to work with in making sure your program or consultation is a success."

Linda Miles, Founder of LLM&A (Now Miles Global)



Jan's thirst for knowledge, passion for getting results, empathy, wisdom and ability to communicate make her a phenomenal consultant and highly engaging speaker. I know first-hand how much it means to Jan to provide relevant and results-oriented information to her audiences, and I believe her involvement in any meeting, convention or Study Club will be a great asset to both Meeting Planners and their audiences.

Debbie Castagna, Castagna Coaching



Program 100: HOW TO SEE & AVOID THE COMMON 'BLIND SPOTS' THAT ARE HOLDING YOUR PRACTICE BACK

Info for Attendees: Dentists are no different than many other small business owners - they know they have issues in their practice that need their attention, yet they prefer to look the other way, or pretend they don't see the problem at all. These blind spots hurt productivity, morale and profitability, yet are easily addressed with the right tools, and the right attitude. Could your blind spots be responsible for:

- a lack of new patients?
- staff that seem to come and go through a revolving door?
- low production or collection?
- sleepless nights and constant worry?

If so, you are not alone.. There are ways to identify and overcome your particular blind spots. Let Jan show you how.

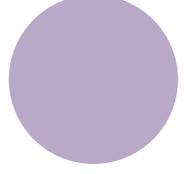
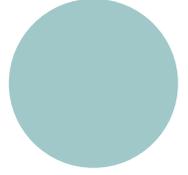
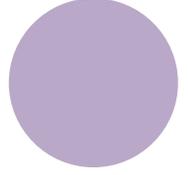
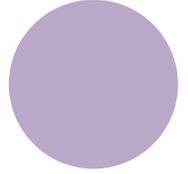
Info for Meeting Planners: This course is the result of more than 20 years of observing dental practices suffer from unnecessary stress and financial pressure because they are unable, or unwilling, to identify the 'blind spots' that are holding them back. Attendees at this course will take away a comprehensive, 28-point checklist, as well as specific advice on how to 'open their eyes' and fix their blind spots, easily and quickly.

Program 101: FORENSIC HIRING: PUT APPLICANTS UNDER THE MICROSCOPE & END THE "MYSTERY OF THE REVOLVING DOOR"

Info for Attendees: Are you tired of a "revolving door" of employees coming and going? Making good hiring decisions is one of the most important jobs a dentist and dental managers have, yet they often 'fail', resulting in an endless turnover of employees that cost the practice time, money and stress. It doesn't have to be that way. Learn valuable skills that help put applicants under a forensic microscope and hire the right person the first time!

Info for Meeting Planners: Without question one of the main challenges any dental practice faces is finding and keeping the 'right' staff members. Many offices have a virtual 'revolving door' when it comes to staff, and the resulting cost -- in time, money and stress -- can be significant.

Jan has worked with hundreds of practices during her dental consulting career teaching the art of "forensic" hiring – of putting applicants through a detailed, step-by-step process that, once learned, helps turn off the revolving door once and for all.



Program 102: HOW TO “C” YOUR WAY CLEAR TO GREATER PATIENT SATISFACTION & RETENTION

Attracting new patients, and retaining existing ones, is vital to the long-term health and profitability of any dental practice. And yet, despite how hard you work to do just that, many patients simply fade away over time, never to be heard from again. Why? What is it that you are doing, or not doing, or could be doing better, that causes this to happen?

Chances are it has nothing to do with your skills as a clinician. More likely, you and your staff are not effectively following the three “C” rules that help keep patients engaged and invested in their oral health:

- Customer Service
- Communication
- Continuing Care

Join Jan for this interesting and educational workshop and learn how to ensure you are providing excellent customer service to every patient in every interaction, that you and your team’s communication skills are not only adequate but exceptional, and that you have a continuing care program in place that is understood and embraced by all – especially your patients!

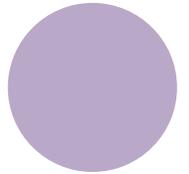
Program 103: SECRET WEAPONS TO GET PAID ON TIME – AND IN TOTAL – FOR TREATMENT

Info for Attendees: Okay, pop quiz: a patient asks for a ‘favor’ with regard to the amount they owe your practice for completed treatment. What do you do?

- A: Say yes, of course!
- B: Say no, we never do that.
- C: Say maybe, let me check with the doctor.
- D: Refer to your internal credit guidelines, which have been developed and agreed by all.

You probably know the ‘right’ answer, but do you have agreed, written credit guidelines in your practice that you use and refer to? If not, this course will be one of the best investments you will ever make in the financial health of your practice.

Info for Meeting Planners: “I’m working harder and harder but don’t seem to have any more money to show for it.” This problem is common in the dental industry, and yet is also one of the easiest to “fix” once the root cause is identified and “dollars



and sense” solutions are put into place. As a Meeting Planner you can help your DDS and Practice Manager Attendees add thousands of dollars to their bottom line by offering them just a few hours with Jan to learn how to ensure patients pay on time and in full.

Program 104: HOW TO DISCOVER THE BURIED TREASURE HIDDEN IN YOUR PATIENT CHARTS

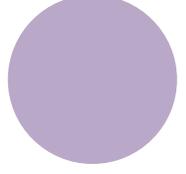
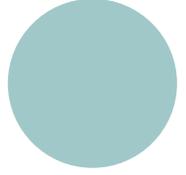
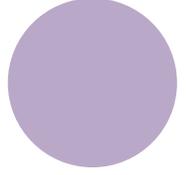
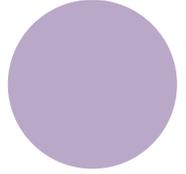
Info for Attendees: How much treatment -- and therefore revenue -- “falls through the cracks” in your practice? You might be surprised at the answer for most dentists: a lot! Having a solid follow-up and follow-through system for needed treatment and treatment plans in place is vital to your practice’s overall health and profitability, yet many offices leave the ‘treasure’ in their patient charts undiscovered... sometimes forever! Learn easy ways to make sure that doesn’t happen to you!

Info for Meeting Planners: Your attendees are looking for information at your meetings that make a real and immediate impact on the health of their practice, whether it’s related to personnel, patient, facility or financial issues. Showing doctors and PA’s how to tap a source of ‘buried treasure’ in their practices will do just that. Jan will teach her audiences exactly how to find untapped revenue in their practice, and make an immediate impact on practice profitability and unfilled chair time. Participants will leave saying, “Thanks, Jan, I wish I’d heard this before!”

Program 105: HOW TO KEEP YOUR SCHEDULE FULL & AVOID COSTLY NO-SHOWS

Info for Attendees: Other than legitimate last minute issues, what causes patients to cancel without notice, or no-show altogether? What many practices don’t understand is that it is often the absence of ‘value’ placed on the appointment by the patient, leading them to believe “It’s no big deal, I can reschedule”, or “They’ll call me back if I really need the treatment.”

The end result: frustration for you and your team, and costly holes in what probably started out as a full and profitable schedule. Jan will discuss ways to decrease cancellations and no-shows that are available for you and your team to use starting today.



Info for Meeting Planners: Cancellations and no-shows are a constant source of frustration for many dental offices, not to mention lost revenue. Providing information that helps them minimize, if not completely end, this frustration is what offices are looking for. Using proven techniques combined with an informative and entertaining speaking style, Jan always ensure her audiences receive information and processes they can put to immediate use for immediate positive impact.

Program 106: MAKING DOLLARS & SENSE OF PAYMENT ARRANGEMENTS

Info for Attendees: When was the last time you and your team had a meeting to review and collaborate on your expectations regarding collections? If you're like many, the honest answer is "never." No surprise, then, that most administrative team members are frustrated. Their doctor wants them to "collect the money" and "make sure the patients pay," but that is the only guidance they are given. Jan will show you how to avoid these uncomfortable situations by putting a payment guidance plan in place that works for everyone!

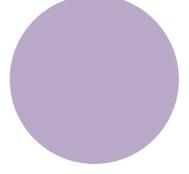
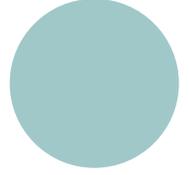
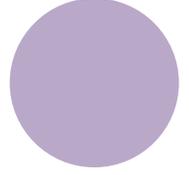
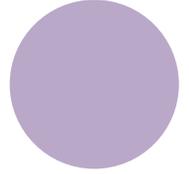
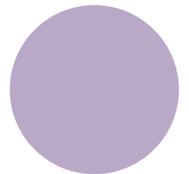
Info for Meeting Planners: Collections is a vital process to any successful practice, but also one that is commonly misunderstood and mishandled by Doctors and Financial Coordinators who don't have a plan in place. Jan will provide a clear and effective solution for putting financial arrangements in place that make 'cents', and take the guesswork out of the negotiation and payment process.

Program 107: SURVIVING THE HIRING PROCESS: BE THE "GEM" EVERY PRACTICE WANTS TO HIRE

Info for Attendees: You've done the hard work - graduated from school, or just about to. Now what? How do you go about maximizing your chances of getting hired, with the best salary and benefits possible? Get a list of "do's" and "don't's" that will help you ensure YOU are the "gem" the practice just can't do without!

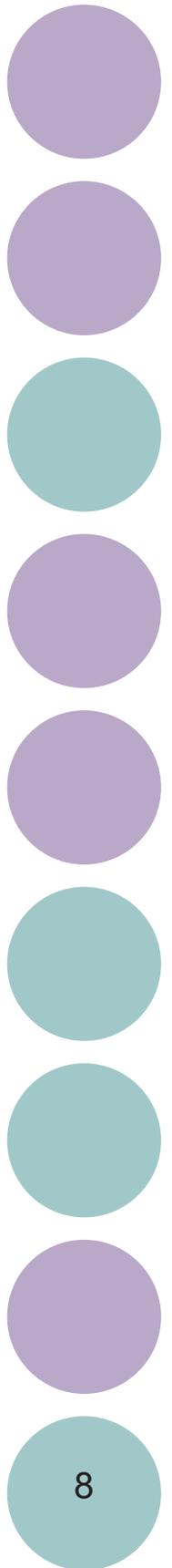
Info for Meeting Planners: If you are involved with the process of education for the dental industry, one of your primary goals is that your students leave school with not only the dental skills they need to find jobs, but with the interview and 'people' skills as well. All higher learning facilities and career centers are judged on many levels, including job placement after graduation.

Jan's proven expertise in understanding and explaining the hiring process in the dental office means attendees at her courses leave with information that makes a



real impact on their chances of getting hired quickly – and with the best office – once they leave school. They look good, you look good – and the DDS gets the ‘gem’ they have been looking for!

For more detailed information on any of the above topics, or to discuss how Jan can help your next meeting or event be a great success, please contact her today at jkeller@jankellerassoc.com



Jan Keller Bio

Helping Practices Achieve Measurable and Long-Term Results

Janice Keller has 25-plus years of experience in dentistry – clinically, and as an office manager and software trainer. Now, as a practice management consultant, she provides high-quality, customized practice development and education to clients and their teams.

Jan’s clients praise her ability to recognize, understand and adapt to their specific training requirements, and to provide the necessary tools and skills they need to meet their practice goals.

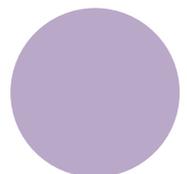
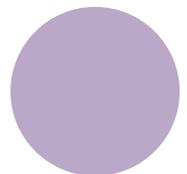
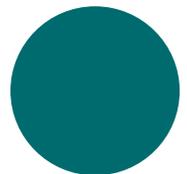
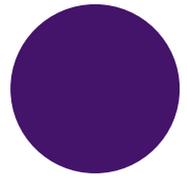
“I have presented at dental meeting and conventions for many years, and having heard Jan speak, I can tell you that her lectures and workshops are entertaining, educational and motivational. I was sorry when she finished because I wanted to hear more! I highly recommend Jan to any Meeting Planner who is looking for excellent ‘new’ speaking talent.” Virginia Moore, Moore Practice Success.

Jan is certified by Bent Ericksen & Associates in employee law compliance, and also certified by the Institute of Practice Management. She is a member of the prestigious Speaking/Consulting Network, and the Academy of Dental Management Consultants. She is also an independent certified SoftDent trainer.

Downloadable photos of Jan can be found on her website at www.jankellerassoc.com via the Speaking/Meeting Planners page.

Program Length:

All programs are designed for a range of 2-4 hours, but can be customized to fit your meeting or program needs.





SPEAKER AGREEMENT

Please email/fax (215-893-5124) your signed Agreement, at which time this date is confirmed.

Jan is honored to be a part of your program, and looks forward to working closely with you in the months ahead to make this a most successful meeting for your group.

1. **Organization:** _____ **Contact:** _____

2. **Mailing address:** _____

3. **Telephone:** _____ **Fax:** _____

4. **E-Mail:** _____ **Web:** _____

5. **Date & Day of Seminar/Event:** _____

6. **City & State of both speaking & hotel locations:** _____

a) **Hotel/City/State where Speakers stays night before:** _____

b) **Hotel/City/State where Speaker presents program:** _____

7. **Honorarium:** \$ _____ US Dollars.

8. **Booking for Air, Hotel & Ground Transportation:**

- **Airfare:** Speaker & Planner will work together on airline and Planner's booking deadlines and needs.
- **Hotel:** Speaker asks Planner to book a hotel room for night before event. If airline schedules preclude Jan leaving after the program, we ask 2nd night be booked and applied to Master Account. We appreciate hotel room confirmation being forwarded to us at jkeller@jankellerassoc.com.

9. **Expenses:**

- **Airfare:** Jan is Pennsylvania-based. Airfare is expensed out as round trip coach to/from. We appreciate airline cost being charged to Planner's Master Account when possible.
- **Hotel:** Hotel/tax for the night before the event to be charged to Planner's Master Account when possible.



- **Speaker's personal expenses:** If charged to room, to be paid by speaker personally on checkout.

10. Audio Taping: Requests to tape Jan are handled individually. Jan asks to receive a complimentary copy of any/all recordings made during the meeting.

11. Audio Visual Needs: To come from Jan.

Organization: _____ **Date:** _____

Signed: _____ **Title:** _____
For Booking Organization

Signed: _____ **Date:** _____
For Jan Keller & Associates

Jan Keller
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