



**KEVIN SPEAKS DENTAL**  
EMPOWERING TODAY'S DENTAL ASSISTANTS



**SPEAKER PACKET**

Kevin Henry

# Empowering Today's Dental Teams

The dental industry is in a state of flux that rivals any other time in dental history.

When dental team members produce at a high level, feel job satisfaction and understand industry trends, practice profitability increases.

Kevin Henry's insider perspectives, tips and tools help participants overcome obstacles in dentistry's changing landscapes. With 16 years in the dental publishing industry and as an advocate of today's dental assistant, Kevin speaks to dental audiences across the nation on topics that empower dental teams.

PRESENTATIONS



## Defy Gravity: Don't Let the Demons of Dental Assisting Get You Down

We'll explore the typical dental assistant's four main job-related concerns (money, respect, teamwork and attitude) and identify steps to embracing one's own potential and leadership mindset.



## Get Off the Team Turnover Wheel! Find, Hire and Retain an Amazing Team

Learn how to rise above the competition to hire well and the steps to building a practice culture that helps you retain a perfect-fit team long-term.



## The Top 10 Mistakes Dental Practices Make... and How to Avoid Them

In today's competitive environment, dentists and dental team members need to know what they're doing right ... and what can be improved.



"I could appreciate that Mr. Henry understands the pitfalls of the industry. He gave us some real tangible tools to help us work through some issues that arise in our field."



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## Defy Gravity: Don't Let the Demons of Dental Assisting Get You Down

**Dental assistants want to be compensated fairly, feel respected and look forward to the work they love to do.**

Every day, dental assistants face a variety of challenges in their job. How those challenges are met can affect the professional and personal lives of these valuable team members. In this fast-moving and interactive course, dental assistants will learn how to identify the issues that can "get under their skin" and how to deal with them.

We'll explore the typical dental assistant's four main job-related concerns (money, respect, teamwork and attitude) and identify steps to embracing one's own potential and leadership mindset. Additionally, dental assistants will learn why they are a key part of the dental practice's business success and what they can do to not only enhance their own careers, but also the bottom line of the business.

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“Kevin is a fantastic speaker. He is keenly aware of the challenges that dental assistants face every day. Not only does he address tough topics, more importantly the attendees leave the class feeling encouraged. Kevin holds the attention of his audience with enthusiasm. It's speakers like him that are advancing the dental assisting profession.”

-Kristen Barden, FAADOM



### Course Objectives:

- ▶ Identify on-the-job challenges that could affect performance and happiness
- ▶ Understand the steps that can be taken to minimize the effects of those challenges
- ▶ Explore how to have a more productive and fulfilling career as a dental assistant

### Suggested Format:

*Up to Half-Day; Interactive Lecture Format*

### Suggested Attendees:

*Dental Assistants; Dentist and Team*



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## Get Off the Team Turnover Wheel! Find, Hire and Retain an Amazing Team

In practices across the country, dentists are struggling to find team members to fill vacant positions. COVID-19 has changed the mindset of dental team members when it comes to their work and what they want out of it, and dentists must adjust to this new philosophy.

We know the everyday value of the team to the success of the practice. From the hiring process to the everyday activities within your practice, your interactions with team members (and their interactions with patients) can be the difference between an efficient business and one that customers and employees avoid.

With 20 years' experience consulting with dentists and teams, Kevin Henry will share the strategies and resources for attracting remarkable team members. Learn how to rise above the competition to hire well and the steps to building a practice culture that helps you retain a perfect-fit team long-term.

Together, using time-tested knowledge and success stories from other practices, let's end the days of "hiring a heartbeat" and ensure you are finding the right person for your business ... every time.

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### Course Objectives:

- ▶ Pinpoint the three biggest questions you should be asking when hiring
- ▶ Learn the three questions every team member should be asking you ... and how you should answer the
- ▶ Understand where other dentists are finding team member
- ▶ Comprehend what it takes to get off the turnover wheel and keep a team together for the long term
- ▶ Discover how every team member can impact the bottom line of the practice ... and has a direct impact on the practice's success or failure.

### Suggested Format:

*Up to Half-Day; Interactive Lecture Format*

### Suggested Attendees:

*Dental Assistants; Dentist and Team*







## The Top 10 Mistakes Dental Practices Make... and How to Avoid Them

In his 16-plus years serving as the managing editor of Dental Economics and group editorial director for Dental Products Report, Kevin Henry has seen a lot of mistakes made by dental practices around the country. Some have caused a practice to lose team members. Some have caused a practice to lose a significant amount of money. One even cost a dentist his license.

Learn how to avoid the mistakes these practices made in this fast-paced, informative lecture that will have audiences thinking about the way they do business. No one likes to admit they're doing something wrong. In today's competitive environment, dentists and dental team members need to know what they're doing right ... and what can be improved.

### Course Takeaways:

- ▶ Solid practice management ideas that can be quickly implemented into the practice
- ▶ A worksheet that lists some of the most problematic areas in the practice ... and how to avoid those problems



### Course Objectives:

- ▶ Explore the biggest mistakes that cost a practice countless hours and resources
- ▶ Identify how to avoid these mistakes in your practice
- ▶ Learn which systems must be in place and how to maximize cohesiveness in your team
- ▶ Develop verbal skills that foster communication between team members and build trust with patients
- ▶ Discover how every team member impacts the bottom line of the practice ... and has a direct impact on the practice's success or failure

### Suggested Format:

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## Kevin Henry

As a certified DiSC trainer, Kevin Henry has worked with dentists and dental team members for the past 20 years. He is the co-founder for IgniteDA, a community designed to empower, enlighten, and educate dental assistants. He speaks to dental assistants throughout the world, reminding them of the important role they play every day in their practice.



“Excellent speaker and the presentation was excellent. It was nice to have all the participants involved with the class.”

Henry has also spent nearly two decades in dental journalism, working as the editor-in-chief for DrBicuspid.com, the group editorial director for Dental Products Report, and managing editor for Dental Economics.

He has spoken internationally on the subject of teamwork and building the ideal dental practice.

### Presentations (Partial Listing)

- Academy of Dental Management Consultants
- American Association of Dental Office Managers
- American Dental Association Annual Meeting
- Buffalo Niagara Dental Meeting
- Charter Oak (Connecticut State) Dental Meeting
- Chicago Midwinter Meeting
- Greater New York Dental Meeting
- Mid-Continent Dental Congress
- Oregon Dental Conference
- Pacific Northwest Dental Conference
- Rocky Mountain Dental Convention
- South African Dental Association
- Speaking Consulting Network
- Western Regional Dental Convention
- Yankee Dental Congress

### Memberships

- Speaking Consulting Network
- Academy of Dental Management Consultants, VIP Member



### Great Reviews:

“I really enjoyed attending Kevin's course along with my dental assistants. Fun and interactive, the course also enlightened me as to the perspective of dental assistants on their role as part of the dental team.”

-Jeff Rosow DMD

“Enjoyable, interactive, and a great opportunity to network and share with other dental assistants.”

-Lois Villa CDA

“I loved the class. Amazing speaker and communicator.”

“The class was great! Very helpful and interactive.”



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- ▶ Founder and Past-Editor, Dental Assisting Digest electronic newsletter
- ▶ Founder and Past-Editor, Modern Dental Assistant