

# Building the Thriving Relationship Based Practice for the 21st Century

## An Assessment and Exploration of 7 Essential Parameters

**Are you effectively overcoming the threats and seizing the opportunities of today's highly competitive, consolidating dental marketplace?**

**Do you want a dental team that's committed and fully engaged, affording you more freedom, less responsibility and low stress?**

**Would you like to enjoy the benefits of the seven essential disciplines and proven systems that can take your practice to the highest levels of effectiveness and profit?**

Does your practice *convey value* from the first contact — whether by phone or website — and throughout each appointment? Are you focusing on *needs...* or *wants*? Your new patient experience must be emotionally intelligent and transformational (versus transactional) — creating a WOW like Disney creates when visiting their parks.

Beginning with an insightful assessment of the seven critical parameters in each participants' practice, Dr. Frazer provides a clear set of "how to's" to elevate those parameters to a "Wow!" level for patients which creates a values/wants driven transformational — rather than the typical needs/cost driven transactional — practice.

Through this high energy, content rich, entertaining presentation, learn how to do this with an emotionally intelligent, relationship based, values interpreting, transformational patient experience. Dr. Bob Frazer will share "secrets" developed from providing 30+ years of high quality, comprehensive, health-centered care.

### Learning Objectives:

- Learn the interpersonal skills needed to effectively market your highest-quality, comprehensive care
- Explore the extraordinary success that a synergistic team committed to a clear mission and employing well-defined systems can achieve in your practice
- Discover the key questions to ask and the importance of deep reflective listening for doctors and team — *"The more we listen the better they hear us!"*
- Understand how to respond to emotions while interpreting value for your best care — *"The seller of any service sets the fee, but the consumer must experience the value."*
- How to Build Your New Patient Process on a Proven Strategy that puts you in the driver's seat for today's more discriminating patients

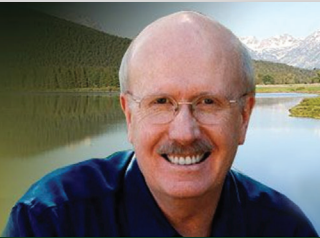
**Suggested Format:** Full or Half-Day, Workshop, Keynote

**Suggested Audience:** Dentist, Team Member, Spouse



*"Dr. Bob Frazer was outstanding. I can't tell you how pleased everyone was with Dr. Frazer's presentation!"*

**Dr. Ron Redmond,  
Director, Schulman  
Orthodontic Study  
Group**



**Bob Frazer, Jr., DDS, FACD, FICD**

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