



PRESENTATION INFORMATION

PRACTICE GROWTH INNOVATION IN DENTISTRY



JOSEPH ALLEN STITH

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PRESENTATION INFORMATION

PRACTICE GROWTH INNOVATION IN DENTISTRY

EDUCATIONAL PROGRAMS

INNOVATIVE GROWTH STRATEGIES FINDING YOUR COMPETITIVE ADVANTAGE

Lecture and Interactive Session | 90 Minutes - 2 Hours

(May be combined with other lecture topics time permitting, by request.)

OVERVIEW

Designed to be a fast-paced, thought-provoking course that challenges and inspires people to make the needed changes to grow, participants will be introduced to proven innovative approaches to leadership and organizational change that can transform the team into a highly desired workplace destination. Practice growth by any definition is most sustainable when leadership is built on high levels of trust and solid relationships with people –both with the team and the patients. This course can be effective with a combined total team audience or doctors exclusively.

OBJECTIVES

- ✓ Learn how to reduce common pain points in every aspect of practice management.
- ✓ Consider essential skills for attracting, building, and retaining a High-Performance Work Team.
- ✓ Redefine technology to achieve a unique innovative advantage and better prioritize practice objectives for growth.
- ✓ Explore advanced leadership concepts with realistic methods for implementation.
- ✓ Learn how to transform your team culture and convert your vision into motivation and positive momentum.

"He was entertaining, thought provoking, and insightful. I would recommend"

– Brant Kairit, DDS



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EDUCATIONAL PROGRAMS

REPUTATION MANAGEMENT WITH A DIGITAL-AGE PERSPECTIVE

Lecture and Interactive Session | 1 Hour – 90 Minutes

(May be combined with other lecture topics time permitting, by request.)

OVERVIEW

Beyond Google reviews, your reputation is inseparably connected to your career in dentistry. And ignoring current technologies now common in reputation management can give competitors an advantage. This course will expand on the latest trends in online reviews from Google and Facebook, to Yelp and Healthgrades and how you can foster, promulgate, and manage your reputation with advanced technology and simple internal systems. Best practices for interacting with online reviewers will be explored in detail.

OBJECTIVES

- ✓ Evaluate critical online review factors that influence decision making and inspire trust.
- ✓ Explore current trends in the way people now rely on reviews particularly in healthcare.
- ✓ Identify what factors matter most to online consumers looking for a dentist.
- ✓ Understand professional protocol for responding to online reviews and the impact of social media on your reputation.
- ✓ Learn how reputation management technologies can impact Search Engine Optimization (SEO) and how to maximize those benefits.

"The most educational program I've heard on practice management – I wish I had known all this 20 years ago"

– J. Dendinger, DDS



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EDUCATIONAL PROGRAMS

ENHANCED TREATMENT ACCEPTANCE

THE CULMINATION OF TRUST AND RELATIONSHIP WITH CLINICAL EXPERTISE

Lecture and Interactive Session | 90 Minutes - 2 Hours

(May be combined with other lecture topics time permitting, by request.)

OVERVIEW

The process of your patients accepting treatment begins long before you sit together to share your proposals and plans. It begins when they accept you, trust you and believe in you. Well beyond the clinical, this process of treatment acceptance is highly sensitive to emotional intelligence and subtle nuance, influenced by your entire team that begins when they answer the phone. Terms such as **Case Acceptance** and **Case Presentation** are commonly used in dentistry but can also dehumanize a dental practice where real people are relying on your expertise to propose care that can improve the quality of their lives. How effective are your internal systems for supporting the greatest acceptance possible?

OBJECTIVES

- ✔ Learn proven techniques for how your entire team can humanize the patient's experience in your office.
- ✔ Identify possible holes in your team training with missing skill sets that can impact your success in treatment acceptance.
- ✔ Understand the importance of establishing trust and rapport for building relationships required to move beyond the proposal phase and into the schedule.
- ✔ Explore treatment rooms and consult rooms in creating the most conducive environment for presenting treatment for the most favorable outcome.
- ✔ Learn the importance of connecting with your patients as people and identify some of the biggest inhibitors to success in that effort.



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ABOUT YOUR SPEAKER

JOSEPH ALLEN STITH

A leadership coach for over 30 years in dentistry, Joseph now teaches large audiences sharing the concepts he used to help practices accelerate their growth from one level of production to the next. Having worked directly with thousands of dental professionals, he speaks on refreshing organizational change strategies for building the High-Performance Work Team. He is an expert on dental practice leadership skills essential in every economic model -from private practice to DSO's, with a focus on putting people first in the humanization of dentistry.



Joseph is an early adopter of The Arbinger Institute since 2001. He is a licensed Arbinger Facilitator and a graduate of the Choice in Coaching Course. Since 2018, Joseph has worked directly with WEO Media as Director of Business Development to advance their opportunities to speak as CE providers through AGD PACE. Their commitment is to expand dentists understanding and appreciation of complex internal and external marketing strategies in today's ever changing digital, high-tech world.

Joseph's leadership experience began while serving in the United States Marine Corps as a Drill Instructor training Marine Recruits at Marine Corps Recruit Depot, San Diego, California. He resides in South Jordan Utah with his dear wife of almost 40 years.

"Joseph Stith does a fantastic job presenting excellent information while keeping you captivated the entire time!" Innovative Strategies in Dentistry for Accelerating Practice Growth - Building a High-Performance Work Team with Your competitive Advantage" is loaded with extremely valuable strategies that can be implemented into not only your business/practice but also into your everyday life as well! Thank you Joseph!"

- Zac Strauss, DMD



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PARTIAL LIST OF PAST SPEAKING EVENTS

SPEAKING ENGAGEMENTS

Texas Dental Association
West Texas AGD
Nobel Biocare Utah County Symposium
Southwest Iowa Dental Association
Fourth District North Texas Dental
Society Fortune Management Symposium
Park Lawn Corporation Leadership Summit
Greater Baton Rouge Dental Association
ICCFA Las Vegas
TDA 6th District Dental Society
Ben Hur Dental Society of Indianapolis
Southeast Kansas Dental Society
Third District Dental Society of Pennsylvania
Southern California Study Club
Valley Study Club, Baltimore, MD
Flint Hill Dental Society
Rogue Valley Dental Society
Charleston Collaborative Study Club
Siouxland Oral Surgery Study Club
Burkhart OM Study Club
Third Coast Study Club, Milwaukie, WI
Tennessee Valley Study Club
Northern California Chapter AADOM
Polk County Dental Association
Spokane Dental Study Club

Pascack Valley Dental Study Club
North American Dental Sleep Medicine Symposium
Mississippi Dental Association
Seattle Study Club, Tampa
Full-day combined team event
San Antonio Dental Society Annual
Seattle Study Club, Sugar Land Texas
Greater Columbia Dental Association
Fairfax Oral Surgery Study Club (DSO) Alexandria VA
Commonwealth Oral Facial Surgery Study Club
Full-day event
Infinia Dental Lab CE Event, Germantown MD
The Business of Dentistry CE event

"Great lecture! Super interesting and very helpful!!"

– Tekah Clarke-Hall

Great enthusiasm and helpful. Got the juices flowing for new ideas.

–Matthew Amman, DDS



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"We were fortunate enough to have Joseph come and speak at our dental association meeting and what a treat it was! He was knowledgeable about not only creating a successful digital marketing platform, but more importantly how to create a successful marketing atmosphere and team! He was inspiring! Highly recommend for anyone!"

– S. L. Sherman, DDS, MSAcav

"Wow! Joseph was amazing, I enjoyed listening to these concepts about dental team members, patients, and which type of patients to spend your marketing dollars toward and equally important, who not to waste hard earned money on.... Thank you, WEO Media for sending Joseph our way."

– G. Bailey, DDS

"Joseph spoke to our dental study club. He was professional, energetic, and knowledgeable. He's excited about this work, and we appreciate him very much. Thanks for the great insight!"

– C. Doster, DDS

"Joseph was an amazing speaker and left me with many new ideas to contemplate. He has great knowledge regarding leading teams and building your practice. 10/10!"

– J. Ryan, DMD, MS, Orthodontist

"Joseph Stith is a great communicator and gave many thought-provoking ideas and practice pearls."

– Brad Jenkins, DDS

"What an unexpected jewel of a presentation! The pearls of the 4 choices of a manager, and the understanding of the balance of responsibility and authority is something I will use tomorrow in my office. Thank you, Joseph."

– Mark Schaller



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