

INTRODUCER : Audience members may not audiotape this seminar. Before reading introduction, please advise them that: *"individual taping of the presentation is prohibited based on copyrights"*. The following would also be greatly appreciated: *"Because ringing cell phones are distracting to everyone, let's all take a moment right now to turn the phones off or to vibrate" (pause and glance at the audience to be sure they heard you! Start the introduction after the audience has done this.)*

Suzanne Boswell is a professional speaker, and a consultant from Raleigh, NC. She's an undercover "Mystery Patient" hired by practices to evaluate patient services and public image. On one dental visit the office presented itself *SO WELL* that she ended up getting *BRACES!!!* Suzanne has spoken at more than 800 dental meetings throughout North America and Europe. She is host on the ADA video, *"The Patient Friendly Office"* and she is an award-winning columnist. Her book, *"The Mystery Patient's Guide to Gaining and Retaining Patients"* was published by PennWell and has received highest marks from the dental profession.

This program is about behavioral styles and Suzanne is a nationally certified trainer of this behavioral styles system. She takes the concepts of behavioral type into the practice and helps teams become more cohesive and confident in communications. When you leave this session you'll know more about yourself, about your team mates and you'll understand how to connect with patients of all behavioral types. Best of all, you'll be able to use this information right away in your professional AND your personal lives.

Now.....*LOOSEN UP!* This is a highly interactive session and Suzanne is an informal presenter. She really wants you to participate, learn and have some fun while you're gaining insight about yourself, your team and your patients. Please join me in welcoming Suzanne Boswell.....

INTRODUCER: A light approach, your good humor, and a smile during this introduction will help to increase audience interest in the program! THANK YOU!