

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 practice management consultant from Raleigh, NC. She's an undercover "Mystery Patient" hired by practices to evaluate patient services and public image. On one appointment a practice presented itself *SO WELL* that she ended up getting *BRACES!* Suzanne has spoken at major dental meetings in North America and in Europe. She is host on the ADA video, "The Patient Friendly Office" and is an award-winning columnist for Dental Practice Report. Her book, "The Mystery Patient's Guide to Gaining and Retaining Patients" has received top marks by the dental profession.

In this session, we'll learn how to assertively manage some of the challenging times we have with patients AND with our team mates! And we'll learn how to increase our confidence at the same time.

Now.....it's time to put away the Maalox ... the Roloids ... the Tums ... and please ... during this session, no swigging Mylanta straight from the bottle. Suzanne wants you to actively participate and find solutions to some of the challenges you face daily. 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!*