

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 major dental meetings from coast to coast. She is host on the ADA video, "The Patient Friendly Office", has a regular column in *Dental Practice Report* and is author of the book, "The Mystery Patient's Guide to Gaining and Retaining Patients. A certified trainer in Professional Protocol, she helps organizations understand the delicate balance of courtesy, customer service and relationship management.

There is a significant swing in our society today to wanting and appreciating common courtesy. So we're going "back to basics" to ensure that we're on target in communicating with patients - and to recognize the things we value when we're the customers.

Now.....*LOOSEN UP!* Suzanne is an informal presenter. She wants you to participate and have some fun during the program. But she DID say earlier that she thinks A LOT of you are here so you can recognize her IF she visits YOUR office. Well, you need to know that you probably WOULDNT' recognize her.....she's in disguise today!! Word has it that she's really a 5'1", 98-pound blond who speaks with a Swedish accent, and has the cleanest teeth in her home state of North Carolina!

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!