

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 throughout North America. She is host on the ADA video, "The Patient Friendly Office" and she is a nationally award-winning columnist for Dental Practice Report. Suzanne's book, "The Mystery Patient's Guide to Gaining and Retaining Patients" has received top marks by the dental profession.

Just as our patients come from outside of dentistry, so does this Mystery Patient. Suzanne has over 30 years experience in customer relations, has taught college-level business communications and speech. She is a certified trainer of behavioral styles and professional protocol. As a mystery guest for the hospitality industry, she helps companies like Marriott to build guest loyalty.

Now.....*LOOSEN UP!* Suzanne is an informal presenter. She wants you to participate and have fun while gaining insight about today's patients. She did say earlier that she thinks A LOT of you are here so you can recognize her if she visits YOUR office. You probably WOULDN'T recognize her though ... she's in disguise today! We've heard that she's really a 5'1", 98-pound blond who speaks with a Swedish accent, and has the cleanest teeth in 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!