

INTRODUCER :

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 dental profession researcher from Raleigh, NC. She is known to many audience members as the "Mystery Patient" based on her years of dental patient research. She was host and co-author of the ADA video, *"The Patient Friendly Office"*. Suzanne is a national award-winning dental columnist and her book, *"The Mystery Patient's Guide to Gaining and Retaining Patients"* received top marks by the dental profession.

Following many years of patient research, Suzanne has more recently conducted extensive research on interdisciplinary issues. Since 2005 Suzanne has studied the unique "triple win" relating to patients, general dentists and specialists within interdisciplinary relationships. Today she will share with us how we can benefit ... and how our patients can benefit by our personal and professional growth. Be prepared to evaluate what steps you can take to move your practice to the next level.

For you to get the most out of today's program, it's really important for you to get involved and to participate. So let's start right now ... let's give an energetic welcoming to 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!