



# Larry M. Guzzardo, BSBA

## Dental Practice Management & Marketing Excellence

Speaker \* Writer \* Consultant

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Larry began his 24-year career as a training specialist where he delivered in-house training programs such as **active listening, customer service, stress management, and career development**. Since turning to full-time dental consulting 19 years ago, Larry has focused his talents and experience exclusively on dental practice management, business systems, and leadership development. Larry has presented numerous workshop series including, “**Winning Patient Acceptance of Fine Dentistry**,” “**Working with You Is Tearing Us Apart**,” and “**The Leadership Challenge**.”

### Education:

Wayne State University, Bachelor of Science in Business Administration

### Awards and Recognition:

- Florida National Dental Congress - *Speaker's Appreciation*
- American Academy of Cosmetic Dentistry – *Speaker's Appreciation*
- Seattle Study Club – *Speaker's Appreciation*
- Holiday Dental Conference – *Speaker's Appreciation*
- National University of Mexico – *Speaker's Appreciation*
- New York Dental Society, Erie Canal Dental Conference – *Speaker's Appreciation*
- Berkshire District Dental Society – *Speaker's Appreciation*
- Atlanta Dental Hygienist Association – *Speaker's Appreciation*
- Georgia Dental Association – *Certificate of Appreciation*
- Hinman Dental Society – *Certificate of Appreciation*
- American Dental Association – *Recognition of Contribution*
- Speaking Consulting Network – “*Spotlight on Speaking*” Winner
- Project R.E.A.D. – *Recognition of Appreciation*
- Dental Office Managers Association – *Speaker's Appreciation*

### Books:

- *Getting Things Done: Successful Men Speak*; Insight Publishing
- *Powerful Practice: Leading Consultants Share Strategies for Practice Success*; James & Brookfield Publishers

### Memberships:

- Academy of Dental Management Consultants
- Dental Advisory Network – Atlanta, GA
- Speaking Consulting Network

### Certifications:

- DiSC Personality Profile
- Standard Operating Procedures (SOP'S) Consultant

### Teaching:

- Dawson Academy: “**Patient Communication Intensive**”; “**Putting Your Practice in the Top 10%**”



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## Sample Presentation Topics

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### Time is Money! : Eliminate those BA's and CA's

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Broken appointments (BA's) and changed appointments (CA's) are an expensive drain on the practice. Understanding "why" they occur is an essential first step in reducing and possibly, eliminating them. The second step is to learn how to prevent them and the third is to re-educate your existing patients to exhibit greater respect and responsibility toward their reserved time. Finally, to ensure your progress, it is important to track your practice results to see how well your new system is working. Learning to overcome this practice handicap results in less stress and increased satisfaction for the entire team.

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### Why Can't We Get Organized?

### We've Got to Stop Meeting Like This!

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Almost everyone has spent the better part of a productive day in a staff meeting that went on and on, getting nowhere. Essential ingredients of positive team communication are result-producing staff meetings, setting team goals and celebrating success together. Learn how to conduct effective staff meetings where everyone participates, projects are followed-up on, and that end on time.

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### Where Have All The Good Ones Gone?

## Hiring and Keeping a Winning Team

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When interviewing for new staff members, knowing the details to look for in an applicant's appearance, voice, verbal responses and attire is vital.

This informative presentation addresses hiring concerns for the value-based team. Topics include: advertising, the search, screening, initial interview, the hiring process (step-by-step) and the essentials to develop a sound foundation for a "staff that stays."

## Sample Presentation Topics

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### Earning Your Slice of the Pie: How to Make the Most of a Performance Evaluation and Salary Review

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Implement these necessary feedback systems to give positive direction and consistent communication for growth and development. Employees want to know how well they are doing and how to improve their performance. Decrease frustration that results from confused expectations regarding performance or lack of future growth potential.

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### The Team's Role in Practice Profitability

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Training for Practice Profitability is the foundation of your Practice Success. Through "hands-on" participation, you will evaluate, tailor, and refine your team's individual role in meeting your unique practice needs. This session will address:

- ≡ Analyzing characteristics of winning growth practices
- ≡ Goal setting and planning realistically
- ≡ Evaluating each team member's role in profitability
- ≡ Taking action for results

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### Manage Your Overhead Like A Financial Expert.

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Don't let the business of dentistry confuse you any longer. Stop working harder and earning less. Let us assist you to develop a step-by-step proactive approach to leadership that decreases stress and anxiety while protecting your net profit. This session will focus on:

- † learning a quick and easy analysis of overhead expenses
- † planning your net profit

- 1 creating a revenue and expense budget with realistic goals
- 1 evaluating staff salaries

Bring your own numbers and we will show you a specific plan to increase your profitability that can be implemented immediately in your practice.

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## Get Paid! Developing an Effective Payment Arrangement Plan

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There is nothing more frustrating than providing treatment and not getting paid for it. By utilizing sound financial arrangements, patients and practices create a double win: your patients can afford their dental treatment and you can create a thriving business. Topics will include:

- ▶ Payment Policy Development
- ▶ Collection Policy Development
- ▶ Evaluation of 3<sup>rd</sup> party financing options

## Sample Presentation Topics

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### Working Together Is Tearing Us Apart: Team Building for Fun and Profit

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Is the most difficult part of your job dealing with everyone else? Working together can often be frustrating. Don't get fed up, there is something you can do about it. Stop putting up with co-workers and learn to go to them instead. Team building in your practice can be fun and motivating. Team members who understand their role enjoy contributing to the productivity of the practice on a daily basis. Through this workshop the entire team will:

- ▶ Learn seven critical strategies to build a winning team
- ▶ Understand each team member's role in practice profitability
- ▶ Discover how to avoid conflict and have fun
- ▶ Learn to manage your boss
- ▶ Realize how your thoughts control your own behavior

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### Make A Patient Hook-Up: Communication Your Patients Will Hear!

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This outstanding and innovative seminar addresses the topic we all want to know more about: How to effectively handle difficult people and difficult situations. The participants will learn how to:

- ▶ Create an environment that supports growth and self-esteem
  - ▶ Turn conflict into opportunity
  - ▶ Resolve conflict safely
  - ▶ Respond appropriately to criticism
  - ▶ Choose the right words and the right time
  - ▶ Produce measurable results through caring
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## Winning Patient Acceptance of Fine Dentistry

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The essence of practice building is motivating patients to choose YOUR DENTAL TEAM FOR FINE DENTISTRY. Meeting patient needs and desires is the key, yet discovering those needs and wants isn't always easy. Treatment acceptance requires effective interviewing and communication skills. Learn how to motivate patients to acceptance through:

- ▶ Establishing trust.
- ▶ Listening for patient motivations.
- ▶ Creating effective visuals
- ▶ Answering treatment objections
- ▶ Educating the patient
- ▶ Selling your quality dentistry

## Sample Presentation Topics

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### 5 Steps to Building a High Performance Team

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In recent years Dentists have begun to experience the high cost of staff turnover both emotionally and financially. Many are realizing that a productive and effective staff is their greatest asset. A committed dental team is the strongest practice builder any office can have. This informative and participative workshop outlines the following team building steps:

- ▶ Foundation: purpose
- ▶ Clarity of role and expectations
- ▶ Clarifying the facts
- ▶ Non-blameful communication
- ▶ Listening

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### Why Do You Act Like That!

### Team and Patient Communication that Works!

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Achieving skillful communication enhances the personal and professional excellence of the dental team. Team and patient communication uncovers your practice potential and incorporates your team synergy. In the workshop you will learn how to:

- ▶ Build open positive communication among Doctors, staff and patients
- ▶ Listen without judgment
- ▶ Successfully discourage broken appointments and cancellations
- ▶ Turn anger or impatience into positive feedback
- ▶ How to recognize and avoid the "pinch" in team communication

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### My "Get-up" Has Gotten Up And Gone!

### How To Kick-Start Your Team

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Learn seven critical strategies to become a team of self-motivated winners and prevent burn-out. For doctors and their entire team, this exciting and fast-paced workshop focuses on:

- ▶ Hiring winners
- ▶ Performance planning
- ▶ Satisfying staff
- ▶ Problem solving
- ▶ Handling salary reviews
- ▶ Doctor expectations
- ▶ Resolving conflicts
- ▶ Leadership-followership styles

## Sample Presentation Topics

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### Getting Things Done: Accomplish What Really Matters!

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Why is it that even with the best intentions we often fail to accomplish our goals?

Revising our staff policy manual or just making time to organize the clinical area are goals that seem simple enough to attain, yet too often fall short of completion. Accomplish what really matters. Focus on:

- ≡ Formulating a plan
- ≡ Committing to goals
- ≡ Taking action
- ≡ Celebrating success

By following this time proven system you can accomplish what really matters!

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### Plan Your Family's Lifestyle and Your Net (Doctors Only)

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Learn a step-by-step process to manage the business of dentistry through informed decision making. This PROACTIVE approach to leadership and management decreases stress and anxiety while protecting the doctor's net profit. Planning Your Family's Lifestyle and Your Net is a powerful presentation that focuses on:

- χ Planning Your Lifestyle and Income
- χ Establishing a Budget
- χ Tracking and Interpreting Performance
- χ Setting Attainable Goals
- χ Projecting Growth and Net Profit
- χ Monitoring Results

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### Marketing Your Practice From The Inside Out

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A vital part of every team member's job description is to promote quality patient care and fine dentistry. Essential to the process is the team's belief in the value of dental care provided in their practice. This exciting lecture develops the communications skills, the process and the systems necessary to educate and motivate the patient to acceptance.

The step-by-step "how to's" include:

- ≡ Building trust
- ≡ Listening for patient understanding
- ≡ Understanding the patient's needs and wants
- ≡ Delivering patients "perceived value"
- ≡ Securing patient commitment to treatment
- ≡ Tracking results

## Sample Presentation Topics

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### The Schedule: Learn to Create Production, Consistency & Flexibility

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Have you ever had a busy day and no production on the books? Have you ever had a day that started out completely scheduled only to find that once you started many appointments had canceled? Do you often find you don't get out for lunch or leave on time at the end of the day? This session will teach how to.

- : Learn to create a smooth flowing day by getting the entire team involved
- : The best way to handle emergencies
- : Accomplish goals
- : Respond to patient concerns when you hear "I can't come then!"
- : Monitor and track results

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### Now What Do I Do?

#### What to Say When The Patient Says NO!

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Smart communicators realize that "No" is often really "YES" in disguise. Learn to give patients what they really want and don't know how to ask for and not be fooled by what a patient merely *says* they want. This session will teach you...

- : The 6 classifications of objections
- : 5 different response types
- : When is the best time to respond to an objection
- : How to respond to each classification

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### Will Somebody Get the Phone!

Don't dread having to take another call. Savvy professionals know how to make every phone conversation count. You too can learn their secrets in getting callers to schedule an appointment, prevent broken appointments, and even get their friends to call you for an appointment. This session will teach you...

- ! How to deal with emergencies
- ! What do about last minute cancellations
- ! The ability to converse with someone who "*only wants to get their teeth cleaned*"
- ! How to answer the patient who is "shopping" for the best price
- ! To make reminder/confirmation calls
- ! What to say to the "you don't take my insurance?" patient