

# MyDentalChannel Study Guide for **The GOLD Practice Network**



## How to Plug In & Profit With the New Study Group



## **GOLD Practice Network Study Guide**



### **Treatment Coordinator Integration With Lisa Philp**

#### **Special Exercise**

#### **Do Our Values Change?**

Do you think that you are the same person that you were five years ago and better yet are you enjoying your life?

Have you ever given a second thought to how different your needs and values are today compared to five years previously? Change is inevitable if we are interested in growing and becoming better people.

What causes us to change? Our values can change based on needs, wants, challenges and/or aspirations.

- **Career** has the potential to enhance personal satisfaction and self-esteem or affect family relationships and health.
- **Finances** can cause us to make decision based on self-indulgence, desperation and/or a lack self esteem.
- **The people in our lives** at home and at work have a huge influence on our emotions and can affect the decisions we make.
- **Health** can dictate our achievements and/or limit our choices.

The challenges we face today have the potential to become our strengths tomorrow. However, choosing to turn those challenges into a positive requires a conscious choice. It is much easier to become unenthusiastic and to give up when faced with challenge. The people who stand out and rise above the ordinary are the ones who are capable of finding the silver lining on every cloud and work on maintaining a balanced lifestyle. When we learn to make time for ourselves and to have fun, we gain the capability to enjoy others.

Can you make a list of all of the positives that have been a direct result of your experiences in the past 5 years? What would your list tell you about yourself?

Have you learnt to?

- Show and give appreciation
- Forgive
- Listen to others
- Approach conflict calmly
- Dream big
- Show empathy
- Enjoy simple pleasures
- Laugh and enjoy, who you are

After reviewing your list are you happy with your self assessment? How would you want to be remembered by the people you have come into contact with in the past five years?

Hopefully this exercise will help you to focus on your achievements and successes. Now, remember that your patients have similar experiences and challenges to overcome. Keep that in mind the next time you present a treatment plan and don't take it personally if a patient is not ready to proceed with your recommendations immediately. Give everyone the equal opportunity to know what choices and alternatives are available to them and then respect their decision. Most important do not jump to conclusions about your patients' values. Remember everyone wants

to look and feel great however, they want to feel in control of the decision making process. The most successful sales people remember that customers spending habits are based on emotion, trust, and a feeling of empowerment. Your patients don't care how much you know, until they know how much you care.

The most important thing that you can offer your patients is time. Time, to listen to their needs and values. How much time are you willing to invest in your patients? If you want to know a person's priorities, just look at how they use their time. When you make time to listen, review options, and answer questions you are saying to your patients, "I value you enough to give you my most precious asset, my time."

Earlier on in this article I asked if you are enjoying your life. If you are, your team and your patients will notice without you saying anything. Body language accounts for most of what we communicate to others. Your team is a reflection of you and will automatically adjust to their environment. If you exude enthusiasm and success, so will your team. Likewise if a leader is negative, so is the team. Make time to learn and have fun together. I recently took my team to the Grand Canyon for effectiveness training. It was a great experience because not only did we grow professionally we also had the time to get to know each other better. Yes, learning and working together can be fun!

We all have some core basic values in common; we want and need affirmation and appreciation. Keep this in mind when creating an atmosphere for your team and your patients. Most important remember the golden rule and treat others the way you would want to be treated.

"A man never likes you so well as when he leaves your company liking himself."  
Dale Carnegie.

**Lisa Philp – RDH, CMC**, is the President of [Transitions Group North America](#). Lisa is a certified facilitator in Integrity Selling, a Certified Management Consultant as designated by the Academy of Dental Management Consultants. She is also a leading speaker for major manufacturers, dental meetings, study clubs, laboratories, and professional associations. Lisa is the Director of Team Training for Canada's Millennium Aesthetics Programs, and is a key opinion leader with Benco Dental, CareCredit, Philips Oral Health Care (Canada) Ltd., and Dentsply Canada Ltd. She currently provides training to students at the University of Toronto, Faculty of Dentistry and is a guest lecturer at the University of Western Ontario and the University of Montreal. Her articles have been published in leading publications.

# Step 1 - MY PAGE: How to Connect With GOLD Practice Members & Save Your Favorite Experts

**My Dental Channel**  
**GOLD Practice Network**  
*Improve your practice, improve your life*

Main Invite **My Page** Library GOLD Network Calendar Practice Q&A

**Welcome, John Buza!**

**My Videos** Edit

**John Buza**  
Santa Rosa, CA  
United States  
Change [My Photo](#) or [Theme](#)  
[Share](#)  
[Add Applications](#)  
[Applications](#)  
[GOLD Experts](#)  
[Groups](#)

**My Videos**

**Put all your favorite Videos, audios, and Expert documents on your page. Each time you discover a new lesson, you can save it to My Page making it easier to find later.**

**John Buza**  
Sign Out  
Inbox  
Alerts  
Friends - Invite  
Settings  
Quick Add...

**About MyDentalChannel**

**MyDentalChannel Support** created this social network on [Ning](#).  
[Create your own social network!](#)

**MyDentalChannel Latest Updates**  
[Team Huddle Motivation for the Week](#)

**Latest Activity** Edit

You added a video [CareCredit and Bete Johnson](#) Jan 26

**Discover the latest activity and news here.**

You can change your photo, check out GOLD Experts for all the content and education, and find Groups here.

There's more as you get comfortable, for now start simple and have fun as you learn the power of the GOLD Practice Network.



**Why Create Average Results  
When You Can Unleash  
Your GOLD Practice?**



<http://www.mydentalchannel.com/now>

## **Discover the New Digital Study Group, the GOLD Practice Network:**

 [Click here to visit:](#) Limited Seating Available

*"As a dentist for over 20 years, I have never seen the market shift so rapidly. Now, when you most need help and advice, who has the time to travel to seminars? That's why I created **the Digital Study Group -- GOLD -- combining new, continuing education with the tradition of the Study Group.**"* John Buzza, DDS

**Sound interesting? Wait till you see it in action!**

Called the GOLD Practice Network, this Digital Study Group will enable you to keep up to date without having to travel. I invite you to be one of the select, "first on board" to get the power and profits this Group will help you achieve.

**Here's why the GOLD Practice Network study group will be critical to your business survival:**

- The Study Group model is successful; you need to interact with other Experts and Dentists, and DO NOT have to be limited to where you live.
- With the GOLD Practice Network, you and your team don't even have to leave town. You can ask questions and learn at your convenience, using just a computer and a phone.
- Limited Seating is available so we can keep this small enough to help you, and large enough to share access with Experts and Dentists from around the country.
- Learn more: <http://www.mydentalchannel.com/now>