

ONE OF DENTISTRY'S *HOTTEST* SPEAKERS!

Are you frustrated with your Hygiene Production and Overall Team Effort?

Running a successful Dental Practice with a motivated team of hygienists and assistants who truly enjoy working VERY hard for you and helping you sell tons of Dentistry was **NOT meant to be a struggle!**



Wendy Briggs, RDH works with highly successful practices who are producing extraordinary amounts and getting their hygienists to produce \$1700-3500... while selling

a TON MORE restorative and high end cases.

Here's the Great News: Wendy can show your attendees precisely what these practices are doing to get such phenomenal results and will teach systems to implement the first day back that will *increase the bottom line*. Her presentations are a fresh approach that will engage the entire team.

Wendy invites you to review her most commonly requested topics, and review feedback from existing clients, as well as those who have heard her speak at other events across the U.S. and internationally. She would love to speak at your upcoming event!

Not 'Just Another' Seminar!

Only for those who want to EXPLODE production!

◆ **HYGIENE PROFITS EXPLOSION!**

Maximize the role of the dental hygienist as a preventative therapist. Perfect for the entire team.

◆ **NEW PATIENT EXPERIENCES AND CASE ACCEPTANCE STRATEGIES**

'What' to say and 'how' to say it to build value for service. Learn how to use diagnostic tools.

◆ **SECRETS TO PERIODONTAL PROFITS**

Current research, risk factors and technological advancements, as well as verbal skills.

◆ **FIVE R'S FOR EFFECTIVE SCHEDULING**

Patient Retention, Recall, Recovery, Referrals and Reactivation Systems, with an emphasis on verbal skills.

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**Wendy Briggs, RDH**  
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# HYGIENE PROFITS EXPLOSION!

Launch Production into Orbit with Rarely Used Hygiene Diamonds

Tired of Hygiene **headaches?**

Do you see your Hygiene Department as a **loss leader?**

Want more **comprehensive services** offered in Hygiene, but *aren't sure where to begin?*



Increase practice profitability by maximizing the role of **the dental hygienist as a preventative therapist**. An empowered hygienist works

in synergy with the dentist and is seen as a 'physician' of the mouth for preventative treatment. Learn how hygienists nationwide are **transforming lack luster programs into 'World Class' Hygiene Departments** by serving patients with a comprehensive focus, providing more complete care and creating raving fans at the same time.

*Not just for the Hygienist*, this presentation is perfect for the entire team. Dentists, Hygienists, Team Leaders and all auxiliary members will want to attend to learn entire systems for a 'World Class' Practice.

*~ If you have ever asked "Where do we start?"... this presentation will help you get things rolling. ~*

## Participants will learn:

- ◆ Why some hygienists produce \$200/day, while others (under same conditions) are doing \$1800+/day.
- ◆ **'Same day' preventive procedures** that create raving fans and increase profitability.
- ◆ Systems that reduce no-shows, cancellations and open time in Hygiene.
- ◆ **Verbal skills** for success with these principles and concepts.
- ◆ **New procedures** that require no doctor time and ensure patients are receiving the best care.
- ◆ "Why" and "how" to implement **production-based compensation** while guaranteeing it's a win-win for everyone.
- ◆ **Assisted hygiene unleashed... is it for you?**
- ◆ **Practice audits** that ensure 'World Class' systems and service for your patients.
- ◆ Five ways to increase Hygiene Production by \$200,000 in the next 12 months!

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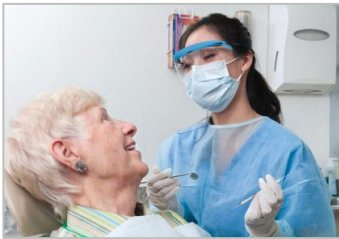


NEW PATIENT EXPERIENCES AND CASE ACCEPTANCE STRATEGIES

Driving Quality Dentistry from Hygiene into the Restorative Schedule

Want to **increase Case Acceptance** from Hygiene?

Are team members **comfortable selling dentistry**?



Many dentists would like their Hygiene Department to sell more dentistry. Yet, hygienists may lack confidence, fear saying the wrong thing or don't want the patient to feel

pushed. This presentation helps the dentist and hygienist get on the same page and find balance. Learn **'what' to say and 'how' to say it**, building value for services in language simple enough for patients to understand. Learn how to **use diagnostic tools effectively** and *save time* in the long run.

Wendy Briggs - a practicing, top-producing hygienist and recommended hygiene consultant for Dawson Academy - shares her proven approach to providing complete care. Learn how to **improve your New Patient Experience** by focusing on Points of Contact. This presentation includes powerful, under cover 'mystery patient' videos which reinforce the point and the learning.

*~ Created by a Hygienist, presented to Hygienists...
the absolute fastest way to get your team on board. ~*

Participants will learn:

- ◆ How to **empower the hygiene team** as "ambassadors" for the practice, driving more quality dentistry into your restorative schedule.
- ◆ **Verbal skills** for simplified case presentation with language patients understand.
- ◆ How to use diagnostic tools **and stay on time**.
- ◆ Focusing on **Points of Contact** to improve the New Patient Experience.
- ◆ Financial consultations that work! No longer are financial concerns an obstacle.
- ◆ Mystery patient videos.. *See what is really happening* during the New Patient Experience.
- ◆ **Streamlining the Exam**: How to provide a quality exam in under 8 minutes!
- ◆ The **top ten service secrets** for each Hygiene appointment .
- ◆ **Audits** that ensure maximum levels of productivity, efficiency and effectiveness.

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# SECRETS TO PERIODONTAL PROFITS

Maximize the Potential of your Preventive Care System

**50% of all malpractice cases** brought against dentists relate to ***undiagnosed periodontal disease***.

If you are treating periodontal disease the **way you were 3 years ago**, *you need to attend this course.*



Getting a return from your Hygiene department can be challenging when you don't have the right systems in place. Consistency is a problem when there's more than one hygienist or dentist on

the team. Are you too busy to evaluate patients from a systemic health point of view? Afraid to use new technology to treat periodontal disease?

Responding to the need for a *system to assess patients*, Wendy Briggs created a **Periodontal Classification Worksheet** – an assessment tool provided in the course handout. Wendy shares current research, risk factors and technological advancements during her presentation, as well as verbal skills for presenting this information to patients. **Learn how to incorporate new research and tools effectively into your practice and modernize your procedures.**

*~ Unlock the secrets to case acceptance and have more patients saying 'YES' to periodontal and high-end laser procedures. ~*

## Participants will learn:

- ◆ How to avoid **6 Common Mistakes** with periodontal treatment.
- ◆ **Real dangers** that exist with utilizing outdated periodontal procedures.
- ◆ How to produce between **\$600-1,000 per appointment** in Hygiene!
- ◆ Case acceptance secrets with periodontal disease therapy.
- ◆ **DNA and blood CRP testing**, periodontal pathogen analysis: *what to do, how to do it and ensure you GET PAID!*
- ◆ **Full-mouth disinfection** and new research about bacterial involvement, the most effective techniques, and how to adapt your current structure to allow for the latest information.
- ◆ **Lasers in Hygiene** update... find out what hygienists can use, and how to perform and bill for these procedures.
- ◆ Receive all the documents to **simplify re-vitalizing your Periodontal Program**, including letters, scripting and a complete handbook.

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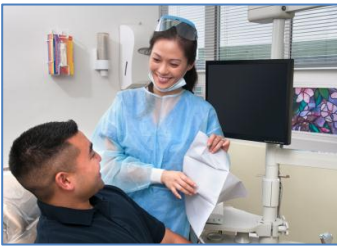
THE FIVE R'S FOR EFFECTIVE SCHEDULING

Patient Retention, Recall, Recovery, Referrals and Re-activation Systems

Do you struggle with **no-shows** and **cancellations**?

How much **unscheduled treatment** is sitting
in your practice?

Do you have a plan to get it scheduled?



Open time in the Hygiene schedule is costly! Effective front office systems are critical to the success of the Hygiene department *and the*

practice. This presentation brings the hygiene perspective and focuses on the hygienist's role in reducing no shows and cancellations. *It all begins in Hygiene.*

Wendy illuminates the **fundamentals for developing strong Patient Retention, Recall, Recovery, Referrals and Reactivation Systems.** With an emphasis on verbal skills, participants will learn to differentiate between scenarios and choose the specific action steps for each situation. Utilizing undercover video, Wendy exposes the common mistakes in communicating with patients.

*~ Productive Hygiene does not exist
without effective Front Office Systems! ~*

Participants will learn:

- ◆ Tested, proven solutions to the costly problem of **last minute cancellations.**
- ◆ The importance of the **Recall Audit** and how to implement it.
- ◆ Systems to **retain** and **reactivate** the patients you've already attracted.
- ◆ How to **generate more referrals** by creating a word of mouth buzz.
- ◆ Undercover video that exposes **common mistakes** that are costing dentists' money.
- ◆ Front office team **communication** skills.

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# MEET WENDY BRIGGS, RDH

Dental Hygienist and World Renowned Trainer

**Wendy Briggs, RDH** is the President and CEO of Hygiene Diamonds, a worldwide practice management consulting firm which excels in increasing entire practice profitability and improving oral hygiene systems.



Wendy has a unique perspective on the role of the hygienist within a dental practice. She has proven to be a top-producer within the field, and has coached countless other hygienists to do the same.

Her virtual coaching club, the Team Training Institute, has helped more than 1200 practices

worldwide to achieve their goals and her trademarked Whitening for Life™ program is realizing incredible success in more than 21 countries.

An accomplished public speaker, Wendy lectures internationally. She is a published author for the Journal of Practical Dental Hygiene and the AGD Impact. Wendy is a contributing educator for the Dawson Academy and a recommended Hygiene Consultant for Henry Schein. Wendy brings with her the enthusiasm and excitement of a new era for dentistry.

Visit [www.hygienediamonds.com](http://www.hygienediamonds.com) to view testimonials from speaking events and practicing dentists.

## **Education**

## **Entertainment**

## **Enlightenment**

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Partial Listing of Previous Presentations

- ◆ California Dental Association
- ◆ Utah Dental Association
- ◆ Louisiana Dental Association
- ◆ Pennsylvania Academy of General Dentistry
- ◆ Arizona Dental Hygiene Association
- ◆ Profitable Dentist – Destin (multiple)
- ◆ Dental Success Seminars; Toronto, Canada
- ◆ The Apogee Group
- ◆ Dental Corporation; Sydney Australia
- ◆ Millennium Dental Technologies
- ◆ DentalTown
- ◆ Dentist Profits
- ◆ Tom Orent & 1000 Gems
- ◆ Arrowhead International
- ◆ Henry Schein

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# TESTIMONIALS

What's Being Said About Wendy's Speaking Presentations....

**"The Hottest Hygiene Speaker on the Planet"** Woody Oakes

"By far the **best speaker** I have ever had speak to my members"  
Ed O'Keefe



"Wendy always brings a *high level of energy, enthusiasm, & concepts* that are **simple, yet effective.**"

AGD

"We just got back from hearing Wendy in Orlando. My hygienist just had his first \$2000 production

day with no stress and no assistant. WOW! **Thank you, Wendy!**"

Dr. Ginger Bratzel; NM

"I have been practicing for 25 years. My wife is my hygienist and has been in the dental industry for almost 30 years. I heard Wendy speak today, and **this is the first time I have been impressed by someone talking about hygiene** in all of those years."

Dr Dave Lewis; Sacramento, CA

"I have been in the dental business for 17 years. This has been the **best motivational seminar that I have been to.** I am so pumped about all the great ideas, about hygiene and team building and look forward to making our practice better!"

Shannon RDH; Bakersfield, CA

**"We just had our biggest Hygiene month in the history of our office!!** This last month with ONE assisted Hygienist and a BIG shot of Adrenalin from WENDY BRIGGS **we blew ALL records out of the water.** I recommend this lecture to everyone!"

Dr. James Drake; Idaho Falls, ID

**"Wendy is absolutely amazing!** After eight hours I was surprised that I didn't look at my watch once, *I was not bored!* She brought us **wonderful, interesting information** that we can definitely use to help our practice"

Julie, RDH IL

"It's rare that I discover a true diamond, but I've done so when I found Wendy Briggs. The **audience response to Wendy is unprecedented. 100% positive glowing remarks and comments from staff and doctors alike.** *My only regret about Wendy is that I met her too late.* I wish I had known her back when I had my own practices. Wendy **makes our job as dentist owners ten times easier** by turning hygiene into a massive profit center on its own and training hygienists how to maximize referred reconstructive care back into the doctor's chair. If you're looking for a speaker and have thought about hiring Wendy, from the bottom of my heart, I've got to urge you to stop thinking and **get her hired now.**"

Dr. Tom Orent;  
1000 Gems Seminars

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