SPEAKER’S Packet

Dr. SUSAN MAPLES, DDS, MSBA

www.DrSusanMaples.com
2101 Aurelius Road, Holt, MI 48842

ph: (517) 694-0353
cell: (517) 819-6330
e-mail: info@drsusianmaples.com
For Dr. Susan Maples, success has always been about passion, forward-thinking, and never settling for “good enough.” She bought her dental practice upon her graduation, at the age of 25. After seven successful years in general practice, she decided to pursue her master’s degree in business, where she developed her passion for organizational behaviour, executive leadership, and target marketing. After earning that degree, she began studying with some of the top clinicians in restorative dentistry—noted educators like Dr. Peter Dawson, Dr. Frank Spear, Dr. John Kois, Dr. Jack Turbyfil and Dr. Jimmy Eubanks.

That’s when it all came together—the business insights, the clinical mastery, and her inspiring realization of how it all fit together. Susan climbed from being an effective, busy clinician doing tooth-based dentistry, to an accomplished and fulfilled restorative dentist, performing at the forefront of her profession. Her insurance-independent practice, nestled in a small town in Michigan (the center of the bulls-eye of economic decline in the U.S.) has continued to flourish. And her passion for sharing the secrets and philosophies behind her success continues to grow. She has become a sought-after speaker for her ability to inspire just about anyone—doctors, business executives, and team members—to reach new levels of personal fulfilment and professional success.

She is a proud member of: American Academy of Dental Practice Administration, Michigan Dental Association, American Dental Association, Central District Dental Society, American Pediatric Dental Society, Fellow of the American College of Dentists, RL Frazer National Study Club, and Spear Faculty Club.

In 2012 Dr. Susan Maples was named one of the top 25 women in dentistry and one of the top 8 innovators (“disruptors”) in dentistry. Disrupting the status quo with a heap of creativity and genuine humanism is what she is about. Prepare your smile muscles for a workout and be sure to carry a tissue because Susan believes learning should be a full-contact sport!

CREATING THE CRADLE-TO-GRAVE TOTAL WELLNESS DENTAL PRACTICE: It’s Our Future!

Is your team seeking a fresh perspective that will position your practice as a leader in your community? Would you take delight in inspiring patients toward a lifetime of dental and overall health? Do you want personal motivation to conquer your own health goals? If you answered yes to any of these questions this program is for you! Learn how the trends in lifestyle illnesses such as obesity, diabetes, heart disease, sleep apnea and acid reflux closely intertwine with periodontal disease and caries. We can help! Facilitation, intervention and treatment is possible, right in our dental chair. This program will help you add to your profit center, lift your morale and attract new patients like nothing before.

Learn more about:

- The many links between oral and systemic disease: sorting knowledge from belief
- Risk factors and screening tools for multiple systemic diseases
- What will be our role and responsibilities regarding screening and diagnosis?
- Shifting from drugs to nutrition: Where are we with our treatment modalities?
- Facilitating health change behavior in children and adults
- Kinesthetic learning that results in positive health change behavior
- Networking with physicians for awareness and referrals
- Building infant, children, teen and geriatric systemic health programs
- Tremendous niche marketability of the total wellness dental practice

Dr. Susan Maples leads a successful, insurance-independent dental practice. She brings to you preventive and restorative dental expertise, master’s degree in business/marketing and 29 years experience in private practice. In this project she weaves together her passions for teaching the myriad of oral-systemic links, facilitating positive health change behavior, addressing childhood obesity and niche & target marketing. Susan believes that helping people individually forge commitments to health can change the face of generations to come. Named among the ‘Top 8 Innovators’ and the ‘Top 25 Women’in dentistry, her professional mission is to help dentists and dental team members grow happier in their chosen work.
Are you tired of standing by and watching our nation loose the battle against childhood obesity, diabetes, heart disease and...caries? Are you and your team ready to inspire lasting behavior change that will result in oral and systemic health for generations to come? Roll up your sleeves and let’s get started!

In this paradigm-busting approach to caries and obesity prevention, Dr. Maples shows you how to weave in a couple (out of 60+) hands-on science experiments into every single otherwise-ordinary prophy appointment. If you are interested in putting kids in the driver’s seat for a preferred future, while you create a practice of distinction in your community, consider this your invitation. You will win the gratitude of kids and parents and become the positive talk of your town. Come with your entire team and be prepared to be WOWed!

You will learn:
- Why hands-on learning inspires kids to improve health
- How the self-prophy model blows the rubber-cup prophy out of the water
- Skills for facilitating positive health change behavior
- Which kinesthetic learning experiences create indelible learning experiences in the fight against weight gain, diabetes and caries.
- How to build a science lab of your own
- How to better track behavior/development in each individual child
- A fun way to take hands-on science experiments into schools and science fairs
- To drastically increase new patient attraction around health and FUN!

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STRATEGIC TARGET MARKETING IN PRIVATE PRACTICE:
Choosing your Best Patients Before They Choose You!

(3-6 hours lecture or 1-2 day workshop)

Say goodbye to the high cost and low return of mixed media marketing. Instead, say hello to a whole-team approach to determine your “target” patients, and discover how and why they might choose you for their dental care. Whether you are looking for a total practice transformation, more (and better) new patients, or hope for a brighter future in private practice, this day was designed for you and your team.

You will learn:

- The relationship between “patient satisfaction” and “loyalty”
- The determinants of the “right” versus the “wrong” patients for your practice
- A clear picture of the demographics of your particular target market
- How to rely on ‘feedback loops’ to drive effective change in your business
- A strategy for partnering with your favorite patients to become apostles to your practice
- Thirteen affordable and effective team strategies for partnering with your target patients
- How to grow a brand new target (and/or niche’) market in your community
- How to unravel the mystery in social media and mixed media marketing to your target

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CASE ACCEPTANCE IN DENTISTRY: Helping Your Target Market Choose Your Finest Care!

(3-6 hours lecture or 1-2 day workshop)

Doctors, are you sick of restoring mouths one tooth at a time, as insurance allows? This course, designed for the entire team, will dramatically increase your opportunity to perform the dentistry you propose. “Yes” is an emotional decision based on wants not on needs. Discover how to build a collaborative trust relationship during the patient’s first experience—from the initial phone contact to the clinical exam and finally to the financial conversation—that leads to full case acceptance.

You will learn how to:

- Invite first time callers to a higher quality new-patient experience
- Develop the kind of curiosity that can help patient’s uncover and ask for what they really want
- Transform your pre-clinical interview into an accurate predictor for case acceptance
- Use clinical tips such as mock-ups and photography to help patients visualize desired esthetic outcomes
- Integrate compelling dialogue to ensure the patient’s clinical choices are crystal clear
- Present fees and financial options that support value and flexibility
- Solidify financial commitments based on a full range of win/win options.

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BUILDING A COHESIVE TEAM with a Commitment to Participative Management!

(3-6 hours or one day workshop)

This inspiring and interactive session touches on all the key elements necessary for a team to grow into a spirit of individual practice-ownership. Get ready to improve your team’s respect for one another, your personal accountability, your mission-driven (rather than self-driven) decision making, and your fun factor! You will walk away feeling good about what you have already created and inspired to take your team to the next level.

You will learn:

• Twelve elements necessary to soar as a team
• Exercises that will highlight individual differences and deepen our respect for others
• How to blend personality styles through effective communication
• How to close the ‘gap’ between our intentions and our impact on others
• How to move from problem-oriented thinking to future-focused, “What else is possible?” thinking
• An easy to learn tool for guiding two people out of conflict and into harmony
• What a “participative management” business model is
• Fostering measurable accountability among team member managers
• How to become a gifted “boss”

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