

Are you tired of...

- > Last Minute Cancellations and No-Shows?
- > Unplanned Holes in Your Schedule?
- > Patients Who Don't Respect the Value of Your Time?

The register now for:

“How to Reduce No-Shows & Last-Minute Cancellations”

Our best-selling seminar offers NEW SOLUTIONS & TECHNIQUES to solve these problems forever!

SESSION 25
Toronto

OCTOBER 2, 2009

Register by
August 24th
& Save \$100.00!

Group rates available!

Material was presented from a new and interesting perspective, dealing with positive psychology
Dr. Howard Black, Waterloo

“Effective, excellent presentation.”
Dr. Sharib Mandoor, Toronto

Entertaining and informative... I learned things I can take to my practice. Thank you.”
Dr. Sameer Syed, Calgary

Positive solutions to chronic problems within dental practices.”

Rynnel Fischer, Business Coordinator, Ottawa

Great ideas for working around difficult patients who cancel regularly.”

Mary McInulty, Administrator, Calgary

Contact Us Today:



ONLINE: www.marketingbreakthroughs.com

FAX: 613.721.3337



PHONE: Toll-free **1-877-721-3335**

**Reserve Your
Seat Now!**

*Our last “No Shows”
Event on Dec 5, 2008
SOLD OUT Quickly!*



MARKETING BREAKTHROUGHS INC.
breakthrough marketing + branding + advertising

“How to Reduce No-Shows and Last-Minute Cancellations”

NEW SOLUTIONS & TECHNIQUES

A highly informative seminar for:

Dentists | Practice Managers | Receptionists | Treatment Coordinators | Dental Assistants

SEMINAR LEADER

Steve Klein, MBA, is President of **Marketing Breakthroughs Inc.**, one of Canada's most innovative marketing companies. He has marketed dental practices since 1997 and delivered courses on marketing and communications to more than 350 dental offices across Canada. **Steve Klein's last seminar, "How to Reduce No-Shows and Last-Minute Cancellations"** was the cover story in the July 2005 issue of *Ontario Dentist*. His latest article, **"Overcoming Dental Phobia: A Marketer's Perspective"** can be found in the March 2008 issue. Steve's "No Shows" seminar series has been attended by individuals from over 350 practices across Canada.

What You Will Learn:

- 21 reasons why patients cancel and effective strategies to overcome them;
- How to build a cancellation and no-show policy that really works;
- How to motivate patients to respect the value of your time and reward them for keeping their appointments;
- What to do and say when patients cancel;
- 10 ways to successfully communicate your policies to both new and long-term patients;
- How to dramatically improve your appointment confirmation system;
- What to do when patients continually forget their appointments;
- How to effectively advertise your new policies throughout your practice;
- How to successfully set goals and improve "on time" performance;
- How to deal with the habitual "canceller".

What You Will Get:

- A simple 9-step formula to share with your colleagues;
- Proven techniques to overcome patient "excuses";
- Our 60-page workbook and course completion certificate;
- Practical role playing exercises to improve your telephone skills;
- Examples of high-impact signs and letters to promote your new policies;
- **Continental breakfast, lunch & refreshments included.**

Toronto:

OCTOBER 2, 2009

9:30 A.M. to 4:30 P.M.

**Toronto Westin Prince
900 York Mills Road**

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**INCLUDES
BONUS
MATERIAL:**

**"10 STRATEGIES TO HELP
YOUR PATIENTS OVERCOME
THEIR DENTAL PHOBIAS"**

**"SECRETS TO MAKING YOUR
APPOINTMENT REMINDER CALLS REALLY WORK"**



MARKETING BREAKTHROUGHS INC.
breakthrough marketing + branding + advertising

Seminar Fax Registration Form

IT'S EASY: SIMPLY PRINT AND FAX THIS FORM TO 613-721-3337

“How to Reduce No-Shows and Last-Minute Cancellations” NEW SOLUTIONS & TECHNIQUES

Name: _____ Dr. Mr. Ms. Mrs. (circle one)

Title: _____ Practice: _____

Address: _____

City: _____ Postal Code: _____

Phone: _____ Fax: _____

Additional Seminar Participants:

Name 2: _____ Dr. Mr. Ms. Mrs. (circle one)

Title 2: _____ Practice: _____

Name 3: _____ Dr. Mr. Ms. Mrs. (circle one)

Title 3: _____ Practice: _____

EARLY BIRD SPECIAL: REGISTER BY AUGUST 24TH AND SAVE!

Early Bird Seats (on or before August 24, 2009) / Check One:

- Early Bird One seat only. **SAVE \$100!** \$399.99 + (GST) = \$419.99
- Early Bird two to four seats. **SAVE \$150 PER TICKET!** ____ (please specify) x \$349.99 = \$ _____ + (GST) = \$ _____
- Early Bird five or more seats. **SAVE \$200 PER TICKET!** ____ (please specify) x \$299.99 = \$ _____ + (GST) = \$ _____

** Continental breakfast, lunch & materials included in the ticket price.

Seats (after August 24, 2009) / Check One:

- One seat only: \$499.99 + (GST) = \$524.99
- Two to four seats. **SAVE \$100 PER TICKET** ____ (please specify) x \$449.99 = \$ _____ + (GST) = \$ _____
- Five or more seats. **SAVE \$150 PER TICKET** ____ (please specify) x \$399.99 = \$ _____ + (GST) = \$ _____

** Continental breakfast, lunch & materials included in the ticket price.

Method of Payment: VISA or MASTERCARD

Cardholder Name: _____ Card #: _____

Expiry Date: _____ Signature of Cardholder: _____

We require full payment before August 31, 2009; to secure your seat for the “How to Reduce No-Shows and Last Minute Cancellations” seminar. Your invoice is this fax form and no other will be issued.

Cancellation Policy: We will gladly accept a substitution should you register and not be able to attend. Regretfully, refunds will not be issued for cancellations received after August 31, 2009; cancellations prior to this date will be subject to a 25% cancellation fee.

Acknowledgment: By submitting this form I acknowledge that I have read and agree to the registration information and conditions above.

Toronto: FRIDAY, OCTOBER 2, 2009 (9:30 A.M. TO 4:30 P.M.)
TORONTO WESTIN PRINCE
900 YORK MILLS ROAD

Contact Information:

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