

A full-time solo practitioner for 16 years. A decorated U.S. Navy dental officer. An award winning speaker. CEO of Linda L. Miles and Associates. Dr. Rhonda Savage combines her unique range of experiences with her passion for helping dental teams succeed.

Dr. Savage is one of the rare dental industry speakers with first-hand experience of the vital role each team member plays in creating a successful practice. Because she has worked as a dentist, assistant and front office administrator, she brings credibility and real-life, in-the-trenches illustrations to her presentations.

***Let Dr. Savage help you elevate your next meeting!*** We are happy to customize a presentation to meet your group's needs... or choose from one of Dr. Savage's popular presentations below:

## THE KEY ESSENTIALS OF A SUCCESSFUL PRACTICE

*FIVE EASY STEPS TO SUCCESS*

## LEADERSHIP: A TOTAL TEAM EFFORT

*DON'T GO DOWN WITH THE SHIP! HOW TO BE A LEADER  
IN YOUR PRACTICE AND SURVIVE*

## COMMUNICATION AND TEAMWORK

*TWO ESSENTIAL MANAGEMENT-MUST-HAVES*

## JOYS AND CHALLENGES OF CLINICAL AND BUSINESS

### ASSISTING

*YOUR VITAL ROLE IN THE OVERALL SUCCESS OF THE  
PRACTICE*

## WHAT WOMEN WANT

*MARKETING AND CATERING TO THE FEMALE PATIENT*

## ARE YOU KEEPING UP WITH THE TIMES?

*THE LATEST TRENDS IN MANAGING YOUR DENTAL  
PRACTICE*

## DENTISTRY DEDICATED TO EXCELLENCE

*TAKING A STAND AGAINST PERIODONTAL DISEASE*

## MINIMIZING THE RISK OF EMPLOYEE EMBEZZLEMENT

*THE HOWS, WHYS AND WAYS TO PROTECT YOUR BUSINESS*

*Elevate  
Your Next Meeting*

**RHONDA SAVAGE, DDS**  
[www.DentalManagementU.com](http://www.DentalManagementU.com)  
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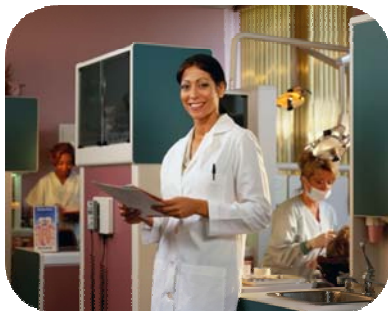
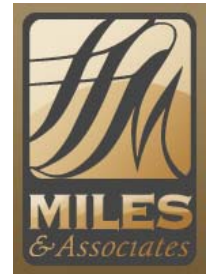
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View Rhonda's **Demo Video:**  
[www.DentalManagementU.com](http://www.DentalManagementU.com)

# THE KEY ESSENTIALS OF A SUCCESSFUL PRACTICE

*FIVE EASY STEPS TO SUCCESS*



Some dental practices thrive year after year with a limited amount of stress. Others struggle with day-to-day patient management, budget and overhead control, and most of all.... personnel issues. This lively session outlines what Linda L. Miles and Associates find as a common thread among their top clients who have the finest care along with a happy, productive work environment. But most of all, they also have a healthy bottom line. Follow these five easy steps to success. It's great to go home "happy tired" versus "stressed-out tired".

## ATTENDEES WILL LEARN:

- How to attain clinical excellence through comprehensive treatment planning: What are the 7 stages of treatment planning and why are they so important?
- How to attract and retain the ideal dental team.
- What are the 4 best tips in scheduling?
- Conceptualize key elements to effective communication: verbal skills that will move your practice to the next level.
- Learn the systems of a successful practice, including hygiene department effectiveness, patient reactivation, collection protocol and insurance management.

## SUGGESTED PRESENTATION LENGTH:

- Half-Day
- Full-Day

*"Very informative topics."*

~ Dentist Attendee

## *Maximizing Practice Success*



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# LEADERSHIP: A TOTAL TEAM EFFORT

*DON'T GO DOWN WITH THE SHIP! HOW TO BE A LEADER IN YOUR PRACTICE AND SURVIVE*



What creates a self-directed, enthusiastic and accountable dental team? It isn't that some dentists are lucky and find the right people while others have constant turn over and strife. This revealing course unlocks the keys to successful leadership from the dentist/owner (top-down) to the newest hire.

The practice is only as strong as it's weakest link. Attend this course and leave with a fresh new outlook. Strong leadership develops "owner-mentality" versus "unionized thinking": A much better way to practice dentistry.

## ATTENDEES WILL LEARN:

- How to lead by example: Simple and effective techniques to create an environment of self-motivation.
- How to build your practice on excellence, quality, service and consistently high standards.
- How to begin "with the end in mind".
- Learn that "Image is everything".
- Understand personality profiling: Learn about yourself, your staff and most importantly, how to communicate effectively with your patient.
- Techniques to getting patients to accept dental treatment

## SUGGESTED PRESENTATION LENGTH:

- Keynote
- Half-Day
- Full-Day

*"This was incredibly useful to me.  
I learned ways I can become a better leader  
and make myself more efficient."*

~ Assistant Attendee

## *Maximizing Practice Success*



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# COMMUNICATION AND TEAMWORK

## TWO ESSENTIAL MANAGEMENT-MUST-HAVES



There are two critical areas of management in the dental practice that determines the daily stress level and the efficiency of the practice management systems. Both of these “management-must-haves” will be enthusiastically outlined in this lecture.

**COMMUNICATION** from front to back, back to front, doctor to team, team to doctor and to patients must be effective and congruent. This vital part of daily communication will be presented in an easy to understand format based on Linda Miles’ 1000-plus client consultations. Take-to-the-office-and-use-on-Monday tips will bring immediate and positive results. No more will the dentist shudder wondering how the important communication is handled from one team member to another and to all patients.

**TEAMWORK** means different things to different people. When teamwork is present, the office runs smoothly. When teamwork is missing, the days seem longer and much more stressful. This lively session outlines the importance of a positive attitude, accountability and leadership at all levels. Many dentists and team members say they are burned out....BUT...until they “catch on fire” for dentistry, how can they burn out? In many practices, burnout is a cop-out for a lack of teamwork.

### ATTENDEES WILL LEARN:

- How to pass the patient from one person to the next with proper communication at each phase of the patient’s visit.
- How to improve case acceptance and which words or phrases NOT to use.
- How to do fee rebuttals. Patients accept the fees when the dentist and team do.
- The “hows” and “whys” of staff meetings and chart audits, and turning good ideas into finished projects.
- The three TRUE values of a dental employee to their dentist employer.
- How vision and accountability go hand in hand.

### SUGGESTED PRESENTATION LENGTH:

- Half-Day
- Full-Day

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*“Excellent eye-opening information!”*

~ Thomas W., Dentist

# JOYS AND CHALLENGES OF CLINICAL AND BUSINESS ASSISTING

*YOUR VITAL ROLE IN THE OVERALL SUCCESS OF THE PRACTICE*



So many dental practices struggle with success due to ineffective communication, changes in staff and changes in systems. The challenges of a smoothly run office include issues with scheduling, hygiene department effectiveness, patient reactivation, collections, insurance management, and office guidelines in dealing with patients and the use of computers and other technology. As a clinical or business assistant, your role is absolutely critical and important in determining the success of the practice.

As a former dental assistant and front office coordinator, Dr. Savage knows how hard you work for your doctor and the challenges that face you on a daily basis. This lively and informative program outlines ways to be efficient in your work that not only will increase productivity, but will create an office environment that has great camaraderie, an atmosphere of teamwork, and provides a great learning experience while caring for your patients.

In a nutshell, this course will give you dozens of take home and use ideas. You'll leave feeling extremely valuable, and along the way I will prove to you that dentistry is and should be: FUN, EXCITING and REWARDING for patients, dentists and especially, staff!

## ATTENDEES WILL LEARN:

- How to help patients achieve a healthy, attractive smile
- How to incorporate new procedures into everyday practice
- Front office effectiveness: recall, reactivation of patients, accounts receivable management, office guidelines and more!
- The 5 causes and remedies of broken appointments
- How to turn patient non-compliance into an opportunity
- Reduce staff turnover, and much more!

## SUGGESTED PRESENTATION LENGTH:

- Half-Day

*"Remarkable, excellent presentation!  
I highly recommend this course."*

~ Assistant Attendee

## *Maximizing Practice Success*



**RHONDA SAVAGE, DDS**

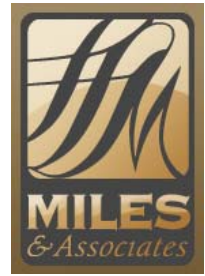
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# WHAT WOMEN WANT

MARKETING AND CATERING TO THE FEMALE PATIENT



Women influence 85% of all health care decisions. Understanding the huge differences in male and female health issues is one way to internally market your practice to women. Not only do women communicate differently than men, but they also have a much higher prevalence of autoimmune and hormonally related diseases, plus other concerns. By focusing on the needs of women in your practice, you will exceed the needs, wants and desires of the entire family! Women are loyal patients who will market your practice for you. Come and learn how to have more new patients than you will ever need for your practice success! This dynamic presentation will benefit both the staff and the doctor.

## ATTENDEES WILL LEARN:

- An overview of health issues facing women
- The latest on osteoporosis and eating disorders
- The latest trends in esthetic dental procedure for older adults
- Nutrition issues for women
- Image: the doctors, the team, the facility
- "Don't think pink": generational and cultural marketing to women
- Communicating with women: How can you improve your treatment plan presentations?

## SUGGESTED PRESENTATION LENGTH:

- Half-Day
- Full-Day

*"Great speaking skills!  
I enjoyed the course a lot."*

~ Stacey W, Dentist

## *Maximizing Practice Success*

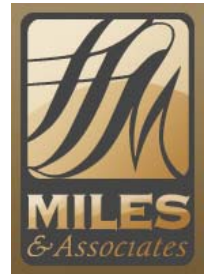


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# ARE YOU KEEPING UP WITH THE TIMES?

*THE LATEST TRENDS IN MANAGING YOUR DENTAL PRACTICE*



Great advances in technology have been seen in the 21<sup>st</sup> century! But while patients appreciate our investment in the latest and greatest, what they really want is a relationship. Dynamic communication skills can propel every practice to exceptional levels. Designed for the doctors and staff, this fast paced class provides attendees with information they can take back to their practice and implement immediately.

## ATTENDEES WILL LEARN:

- An update on the latest marketing strategies
- Listen your way to patient satisfaction
- Build patient trust and rapport
- Project the desired image
- Become obsessed with customer service
- What do your patients say about you?
- Technological advancements and the team process
- Incorporating comprehensive cases into your practice

## SUGGESTED PRESENTATION LENGTH:

- Half-Day

*"I wish I had brought my entire staff!"*

~ Dentist Attendee

## *Maximizing Practice Success*

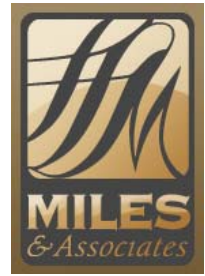


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# DENTISTRY DEDICATED TO EXCELLENCE

## TAKING A STAND AGAINST PERIODONTAL DISEASE



As the relationship between the mouth and the rest of the body becomes clearer, it is changing the way dentists, physicians and patients view oral health. In this dynamic presentation, Dr. Savage relates periodontal disease to pregnancy, diabetes, menopause, heart disease and more! Incorporating patient education about systemic health during the hygiene appointment can develop patient trust and loyalty, plus referrals of their family and friends.

### ATTENDEES WILL LEARN:

- Up-to-date information and literature review about periodontal disease and treatment
- In depth discussion about the connection of periodontal disease to systemic disease such as osteoporosis, obesity and heart health
- Case acceptance for periodontal therapy: How to motivate your patient
- Effective scheduling: working as a team
- Eliminating broken appointments in the hygiene column

### SUGGESTED PRESENTATION LENGTH:

- Half-Day
- Full-Day

*"Excellent Presentation.  
I enjoyed the personal stories."*  
~ Randi N., hygienist

## *Maximizing Practice Success*

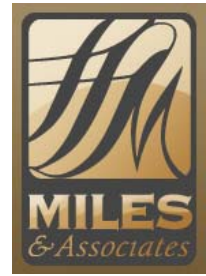


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# MINIMIZING THE RISK OF EMPLOYEE EMBEZZLEMENT

*THE HOWS, WHYS AND WAYS TO PROTECT YOUR BUSINESS*



It is the course they don't teach in dental school: how to keep your hard-earned cash from walking out the door into your employees' pockets. "It couldn't happen here", you say! Informal surveys indicate that anywhere from 50-80% of dental practices may be victims of embezzlement.

Unfortunately, dentists are more vulnerable to employee theft than most small businesses. Learn the "whys, the hows, and the ways" to protect your business from fraud.

## THIS THOUGHT PROVOKING COURSE WILL CHALLENGE YOU TO CONSIDER:

- My employees are exceedingly loyal. I can't imagine one of them stealing from me. Exactly. What group of employees most often embezzles?
- I screen my employees carefully. Am I careful enough?
- I have insurance; won't that help?
- What can I do to strengthen my controls?
- If I institute procedures to protect my practice, won't my employees feel I'm being too formal?

Learn how to keep your employees honest! You will learn the symptoms of embezzlement; techniques for preventing bookkeeping embezzlement; how to conduct a mini-surprise audit; check for telephone abuse; prevent time theft and prevent embezzlement through proper computer use. And, in an unanticipated way, you will learn how to make your practice more profitable!

## SUGGESTED PRESENTATION LENGTH:

- Half-Day – Doctors Only

*"This was well worth my time! I highly recommend this presentation!"*

~ Dentist Attendee

## *Maximizing Practice Success*



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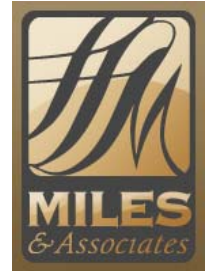
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## MEET RHONDA R. SAVAGE, DDS

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A full-time solo practitioner for 16 years, Dr. Rhonda Savage is one of the rare dental industry speakers with first-hand experience of the vital role each team member plays in creating a successful practice. Because she has worked as a dentist, assistant and front office administrator, she brings credibility and real-life, in-the-trenches illustrations to her presentations. Attendees of her programs have described them as *“beyond practice management”*, *“inspirational”*, and *“real world solutions”*.

Dr. Savage is active in organized dentistry and has represented the State of Washington as President of the Washington State Dental Association. Dr. Savage is a noted speaker regarding women’s health issues, treatment of periodontal disease, communication and marketing, and zoo dentistry. She is currently the CEO of Linda L. Miles and Associates. Dr. Savage has authored many published peer-reviewed articles and has lectured internationally.

Dr. Savage **graduated with multiple honors** from the University of Washington School of Dentistry. She was active duty as a dental officer in the **U.S. Navy** during Desert Shield/ Desert Storm and was **awarded the Navy Achievement Medal, the National Defense Medal and an Expert Pistol Medal.**

### PROFESSIONAL MEMBERSHIPS:

- ADA Delegate, 2000 – 2007
- President, Washington State Dental Association, 2006-2007
- University of Washington School of Dentistry, Admissions Committee, 2007 – present
- American Academy of Cosmetic Dentistry, member
- Academy of General Dentistry, member

*“Your presentation was excellent and was well received by attendees! I really appreciated your help.”*

~ Gordon J. Christensen, DDS, MSD, PhD

*Classic, Elegant & Conservative*

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# DR. SAVAGE'S DELIGHTED CLIENTS

## WHAT'S BEING SAID ABOUT DR. SAVAGE'S PRESENTATIONS?



*"Rhonda's presentation was **excellent** and **well received** by attendees! It was a great pleasure to have her speak for our group."*

~ Gordon J. Christensen, DDS,MSD, PhD

*"Dr. Savage has been our **most requested speaker**. Her **presentations are exceptional**. Her style is relaxed and comfortable. She interweaves humor and facts with an **incredible gift of communication**, especially as it relates to patients. Her ideas are realistic and can be **implemented immediately**."*

~ Kathy S. Forbes, RDH, BS; The GENESIS GROUP

*"Dr. Rhonda Savage's presentation at our Annual Meeting was clear evidence of the fact that she is **eminently qualified to carry on the Linda Miles tradition**. She **redefines excellence and organizational skills** in a captivating fashion that keeps her audience wanting more. Rhonda's **elegant, yet down-to-earth style** makes her a welcome addition to our meeting roster---we **will definitely ask her to come back** and share more with our members and staff in the future."*

~ Timothy E. Thompson, DMD; Immediate Past President  
Idaho State Dental Association

## PREVIOUS & UPCOMING PRESENTATIONS

- Thomas P. Hinman Dental Meeting
- Yankee Dental Congress
- American Dental Association
- Pacific Northwest Dental Convention
- American Association of Women Dentists
- American Assoc. of Dental Office Managers
- University of Washington
- Idaho State Dental Society
- Alaska State Dental Association
- Walla Walla Dental Society
- Canyon Lakes Dental Society (Tricities)
- Professional Dental Assistants
- Practice Administrator Workshop
- Dental Business Conference
- Genesis Hygienist Group
- Pierce College of Hygiene
- Academy of Esthetic Dentistry
- Academy of Restorative Dentistry
- Young Dentist's Conference
- LDS Academy of Dentists
- Oregon Dental Association
- Inland NW Dental Conference

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