



Northern Virginia DENTAL SOCIETY



Robyn Reis

“Unlocking the Secrets of Leadership, Hiring & First Impressions”

Friday, November 8, 2024

* Falls Church Marriott Fairview Park *

3111 Fairview Park Dr., Falls Church, VA 22042

Registration: 8:00-8:30 am Program: 8:30 am-4:30 pm

Full Day In-Person Course • 6 CE Credit Lecture Hours • Business Attire

Synopsis:

Join Robyn Reis from All-Star Dental Academy for an interactive and insightful exploration of the core principles and strategies for effective leadership, successful recruitment, and creating memorable first impressions for patients. You'll learn practical insights into what being a leader really means, and the art of recruitment, with an emphasis on the 5 ways for attracting and retaining talented team members in a tough labor market. You'll also discover the steps behind making every call a GREAT Call(TM), and the answer to the #1 unspoken question every caller doesn't ask. Through real-world examples and actionable takeaways, you'll leave this presentation with the knowledge and tools needed to take your practice to the next level!

Course Objectives:

- What consists of a leadership mindset
• How to avoid common recruiting and hiring mistakes
• Elements of effective job postings and key interviewing guidelines
• Effective interview questions to uncover talent
• Effective ways to onboarding a new hire
• Beyond 90 days: engaging and retaining a high-performing team
• Foundational elements of the GREAT Call process
• Verbiage to create consistent patient experiences
• Steps to minimize broken & cancelled appointments

PROGRAM REGISTRATION FORM • Friday, November 8, 2024 • Robyn Reis

We encourage you to register online at www.nvds.org.

Dentist Name [] E-Mail []

A unique email is required for each registrant

Staff Member [] E-Mail []

Staff Member [] E-Mail []

Phone []

If additional registrants, please submit on a separate sheet.

Credit Card Number []

Name on Credit Card []

Expiration Date [] [] / [] []

Billing Zip Code [] [] [] [] [] []

Verification Code [] [] [] []

Registration fees are per person and include breakfast and lunch.

Table with 2 columns: Registration Type and Fee. Rows include Dentist - NVDS Member (\$160.00), Dentist - NVDS Retired Member (\$130.00), Dentist - VDA/ADA Member (\$265.00), Dentist - Non-ADA Member (\$650.00), Member's Auxiliary/Office Staff (\$125.00 each), and Late Fee (\$30.00).

TOTAL \$ []

All registrations will be confirmed by email. Reservations must be received by close of business 11/1/2024. Late registrations may not be accepted. If paying by check, make payable to the Northern Virginia Dental Society. Mail the form and payment to NVDS, 4330 Evergreen Lane, Suite N, Annandale, VA 22003. You can also fax (703) 750-2261, email ematlock@nvds.org, or call (703) 642-5298.

Cancellations for this live event must be received in writing 7 days prior to the program. No refunds are made for cancellations made beyond this time. Northern Virginia Dental Society is an ADA CERP-recognized provider approved by Virginia Dental Association. ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry. NVDS designates the above activities for the number of continuing education credits listed above. Concerns or complaints about a CE provider may be directed to the provider or to ADA CERP at www.ada.org/cerp. Approved PACE program provider, FAGD/MAGD credit 4/1/23 until 3/31/2027 ID#212489. Approval does not imply acceptance by any regulatory authority or AGD endorsement. Robyn Reis has no financial relations relevant to this course to disclose. Please feel free to contact NVDS, Erin Matlock with any questions at (703) 642-5298 or ematlock@nvds.org.



About Our Presenter:

Robyn Reis began her career in dentistry in 1998 by accident, after responding to an advertisement for a large, private dental practice marketing director. She knew nothing about dentistry but soon fell in love with the transformations the profession has to offer! Since then, she has worked with over 300 practices in the US and Canada sharing her passion for creating better businesses and patient experiences. Currently, Robyn is Director of Hiring at All-Star Dental Academy, an HR consultant with Bent Ericksen & Associates, Guest Faculty at The L.D. Pankey Institute, and owner of RJR Dental Management. She has authored numerous articles on practice management, has appeared on industry podcasts, and presents across the country on HR, employment compliance, and effective phone skills. She's the proud mom of a gainfully employed college graduate son, a college sophomore daughter and a squirrel-obsessed rescue mutt Sophie. Robyn lives and plays in northeast Ohio.

Supporting Exhibitors:

