

# 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?

Then register now for:

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

**Session 28**  
**Ottawa**

- JUNE 17, 2011
- THE BOSTONIAN EXECUTIVE SUITES

**Session 29**  
**Toronto**

- JUNE 24, 2011
- THE DON VALLEY HOTEL & SUITES

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

*“Material was presented from a new and interesting perspective, dealing with positive psychology.”*

Dr. Howard Black, Waterloo

*“Effective, excellent presentation.”*

Dr. Sharib Mandoor, Toronto

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

Mary McNulty, Administrator, Calgary

*“Clear, useful solutions.”*

Mary Grant, Office Manager, Toronto

**Register by  
MAY 31ST  
and Save!**

Group discounts available  
for as low as \$259 + HST!

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ONLINE: [www.http://www.MBseminars.ca](http://www.MBseminars.ca)

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



**MARKETING BREAKTHROUGHS INC.**  
We make mid-sized companies grow.

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

## NEW SOLUTIONS & TECHNIQUES

### ***A highly informative seminar for:***

***Dentists | Dental Practice Managers | Receptionists | Treatment Coordinators | 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. His 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" was published in the March 2008 issue in *Ontario Dentist*.

#### **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 provided**

#### **Ottawa:**

**FRIDAY, JUNE 17, 2011**

**9:30 A.M. TO 4:30 P.M.**

**The Bostonian Executive Suites  
341 MacLaren Street**

#### **Toronto:**

**FRIDAY, JUNE 24, 2011**

**9:30 A.M. TO 4:30 P.M.**

**The Don Valley Hotel & Suites  
1250 Eglinton Avenue East**

**Register by  
MAY 31ST  
& Save up to  
\$200.00!**

**Group discounts available  
for as low as \$259 + HST!**

#### **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 your on time performance
- How to deal with the habitual "canceller"
- How to build a unified team effort to solve this problem

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# Seminar Fax Registration Form

IT'S EASY: SIMPLY PRINT, COMPLETE 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 MAY 31ST AND SAVE!

#### Early Bird Seats (on or before May 31, 2011) / Check One:

- Early Bird one seat only. **SAVE \$100!** \$359.00 + HST = \$405.67
- Early Bird two to four seats. **SAVE \$150 PER TICKET!** \_\_\_\_ (please specify) x \$309.00 = \$ \_\_\_\_\_ + (HST) = \$ \_\_\_\_\_
- Early Bird five or more seats. **SAVE \$200 PER TICKET!** \_\_\_\_ (please specify) x \$259.00 = \$ \_\_\_\_\_ + (HST) = \$ \_\_\_\_\_

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

#### Seats (after May 31, 2011) / Check One:

- One seat only: \$459.00 + HST = \$518.67
- Two to four seats. **SAVE \$100 PER TICKET** \_\_\_\_ (please specify) x \$359.99 = \$ \_\_\_\_\_ + (HST) = \$ \_\_\_\_\_
- Five or more seats. **SAVE \$150 PER TICKET** \_\_\_\_ (please specify) x \$309.99 = \$ \_\_\_\_\_ + (HST) = \$ \_\_\_\_\_

\* 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 May 31st, 2011; 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 May 31st, 2011; 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.

Check One:  **Ottawa:** FRIDAY, JUNE 17, 2011 (9:30 A.M. TO 4:30 P.M.)  
THE BOSTONIAN, 341 MACLAREN ST. OTTAWA ON

**Toronto:** FRIDAY, JUNE 24, 2011 (9:30 A.M. TO 4:30 P.M.)  
THE DON VALLEY HOTEL, 1250 EGLINTON AVE.  
EAST

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