



PAUL CASELLE, DDS

Technology & Office Solutions
for a Healthier Practice



Speaker Packet

www.DrPaulCaselle.com



Looking for clinical and practice management presentations that are *practical, unique and empowering?*

With over 40 years of running a successful dental practice, Dr. Caselle's presentations encourage dentists to move beyond their comfort zone and embrace new systems and technology. Learn how to create an enhanced patient experience while keeping dentistry in house with the dental team patients know and trust.



Technology and Office Solutions for a Healthier Practice

LET THERE BE LIGHT: *The Laser Enhanced Patient Experience*



Lasers allow the dentist to use minimally invasive treatments for periodontitis, improving endodontic outcomes, restoring teeth without using anesthetic and many other soft tissue procedures that can increase profitability.

MIND READER, MIRACLE WORKER, MAGICIAN... THAT'S YOU! *Unlock the Secrets by Communication*



Learn steps for effectively using communication and technology to create greater consistency with less stress and a more productive and happier team. Achieve an elevated level of patient care that will keep patients coming back.

DOCTOR... *HEAL THY PRACTICE: Get Your Rx for Success*

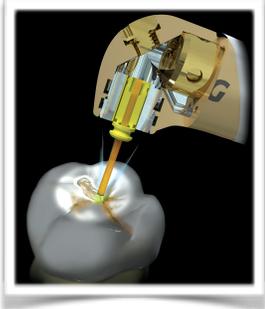


Dentists are focused on patient care and very often are not prepared, comfortable, or confident in running a business which can result in more stress and loss of production and income. Get your prescription for a healthier practice.



Increase productivity by offering a wider range of soft tissue and periodontal procedures.

You can do it with **greater confidence** and **increased patient comfort** using **lasers**.



Many dentists are reluctant to offer soft tissue procedures because of anticipated complications. Lasers, however, offer the benefits of less bleeding, less pain and faster healing than traditional methods. As a general practitioner who has utilized lasers in his own practice for over 15 years, Dr. Paul Caselle will highlight how lasers can be used in the dental setting to enhance the patient experience.

Laser concepts will be covered, including how to get the desired laser tissue interaction to achieve treatment objectives. Examples of everyday procedures you can do in your office will be illustrated so you can comfortably meet your patients' needs. Dr. Caselle will cover restorative dentistry in multiple quadrants without the need for local anesthesia, soft tissue procedures such as frenectomy, biopsy, venous lake, periodontal treatment including deep pocket therapy with new attachment, as well as crown lengthening. Cases will show usage of the Waterlase iPlus and Epic Diode Laser. In addition, treatment of aphthous ulcers, herpetic lesions and desensitization will be discussed. The attendee will have an understanding of how lasers will increase the value of the patient experience.



The age of Lasers in Dentistry has arrived!

LEARNING OBJECTIVES:

- Understand basic laser concepts, techniques and benefits
- Learn how to determine *which* laser to use for *what* procedure
- Develop a comfort level to add procedures that you're not currently offering
- Achieve a new level of excitement for dentistry and an enhanced patient experience!

SUGGESTED FORMAT:

Up to Half-Day (1–3 hour)

SUGGESTED AUDIENCE:

Dentists, Hygienists, Assistants



MIND READER, MIRACLE WORKER, MAGICIAN... THAT'S YOU!

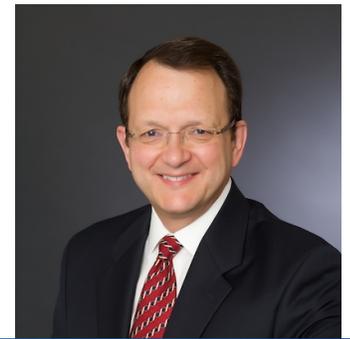
Unlock the Secrets by Communication



Doctors unwittingly assume the team will handle everything in the office according to what they want or need.

However, today's dental team is constantly called upon to perform more tasks simultaneously. Without effective communication the team becomes a team of "Mind Readers, Miracle Workers, and Magicians".

This can create uneven performance affecting doctors and other team members' expectations which may result in a diminished patient experience and less than ideal patient care. Learn steps for effectively using communication and technology to create greater consistency with less stress and a more productive and happier team.



Achieve an elevated level of patient care that will keep patients coming back.

LEARNING OBJECTIVES:

- Explore the importance of job descriptions and personnel manuals to communicate expectations of dentist and team members
- Learn strategies to build consistency to improve workflow and patient care
- Recognize how to harness technology for greater efficiency
- Gain techniques for creating an enhanced patient experience and value proposition that will encourage patients to refer family and friends

SUGGESTED FORMAT:

Up to Half-Day (1 – 3 hour)

SUGGESTED AUDIENCE:

Hygienists, Assistants,
Office Managers



The variety and complexity of dental practice management decisions for the new or experienced owner can be **overwhelming** and **challenging**.



By virtue of our training, dentists focus on patient care and very often are not prepared or confident in running a business. As a result, dentists abdicate their responsibility and passively delegate the operation of their office to staff who may not have the skills or knowledge to be effective. This results in management by trial and error which can lead to loss of production, income and stress. Lack of vision, office systems and a plan for the future is no longer an option in today's changing environment. Creating your prescription for success starts with evaluating the core elements that are crucial to every successful business.



Recommended for both the new dentist and those looking to get to the next level. Get your prescription for a healthier practice.

LEARNING OBJECTIVES:

- Understand the hiring process and the importance of communicating expectations with employees by creating clear job descriptions and establishing an employment handbook
- Identify and explore available technologies to help grow your practice and provide value for your patients
- Learn how to create plans for technology and management suited to the needs of your practice
- Analyze metrics to measure growth and create an action plan for success
- Learn how to update procedures in your office by implementing systems that will increase efficiency and keep your practice organized

SUGGESTED FORMAT:

Up to Half-Day (1–3 hour)

SUGGESTED AUDIENCE:

Dentists

Course handouts typically include form examples, templates, and other tools/resources to help participants implement new skills and systems when they return to the office.



Develop *More Confidence* in Your Clinical and Practice Management Skills

Dr. Paul Caselle's seminars teach dental professionals how to embrace feelings of uncertainty as they learn new systems and techniques, enabling them to achieve the leadership skills to make their practice more profitable.

Dr. Caselle's articles have been published in multiple leading dental publications. He will share the newest, leading-edge dental technology to provide the most up-to-date treatments in patient care while providing the organizational skills necessary for successful implementation by the doctor and team.

Dr. Caselle brings over 40 years of experience as a practicing dentist in Wilmington Massachusetts providing comprehensive family oriented dental care.



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AFFILIATIONS / MEMBERSHIPS

- Academy of Laser Dentistry
- American Dental Association
- Biolase Certified Training Faculty
- Dental Speaker Institute
- Dental Speakers Bureau
- Massachusetts Dental Society
- Middlesex District Dental Society
- National Speakers Association
- Toastmasters International
- Tri-County Dental Study Club

PROFESSIONAL DEVELOPMENT

- Fellowship Certification in the World Clinical Institute of Laser Dentistry
- Periodontal Surgery Symposium Harvard School of Dental Medicine
- Invisalign Certification, Levels 1 & 2
- Six Month Smiles Certified Provider
- CEREC Doctor, Level 3 & 4
- Sirona Speakers Academy Graduate
- Advanced Laser Periodontics, Oral Surgery, and Low Level Laser Bio Stimulation Seminars
- Competent Communicator Certificate - Toastmasters International

