



PAUL CASELLE, DDS
— Office Solutions for Practice Success —



Speaker Packet

www.DrPaulCaselle.com



BOOST PATIENT EXPERIENCE AND PRACTICE SUCCESS

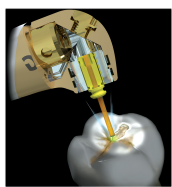
Differentiate your practice! Move beyond the usual.

Dr. Paul Caselle draws from his 40+ years' of experience operating a successful dental practice to help dental professionals embrace advanced technology and grow their practices while offering patients the upmost in patient care.



Office Solutions for Practice Success

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



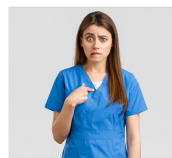
Discover how lasers can be used to improve patient related outcomes in the treatment of periodontitis, improve endodontic outcomes, restore teeth without using anesthetic and many other soft tissue procedures that increase profitability.

WHAT'S THE PLAN? *Contingency Planning for Business Disruption*



Discover strategies and resources for creating your contingency plan to maintain practice viability in the event of future disruptions. Determine the tools and systems necessary to safeguard continuity of patient care, team safety and success of the practice.

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*



Examine how to relieve the stress and impediments to achieving a successful business. Get your prescription to begin your journey to enjoy a healthier more productive practice.



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

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.



Before

After

Lasers allow a minimally invasive and holistic approach to treating periodontal disease, peri-implantitis, crown lengthening and other soft tissue abnormalities which are within the realm of the family dentist and specialist alike. Patients enjoy the comfort and gentleness of laser treatment. As a general practitioner who has utilized lasers in his own practice for over 15 years, Dr. Caselle

will highlight how lasers can be used for soft tissue and hard tissue applications allowing you to enhance the patient experience and increase your productivity.

Laser concepts will be covered, including how to get the desired laser tissue interaction to achieve treatment objectives. Examples of common dental procedures you can do in your office will be illustrated. 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 erbium and diode laser. In addition, treatment of aphthous ulcers, herpetic lesions and desensitization will be discussed.



The age of Lasers in Dentistry has arrived!

LEARNING OBJECTIVES:

- Recognize the benefits of lasers to achieve better patient outcomes over traditional treatment methods
- Identify common everyday procedures that can be successfully treated using lasers
- Determine the type of laser to use for a particular procedure
- Develop an understanding of how lasers can initiate the healing process to alleviate discomfort and pain
- Establish periodontal treatment protocols and effective communication skills to increase treatment acceptance

SUGGESTED FORMAT:

Up to Half-Day (1–3 hour)

SUGGESTED AUDIENCE:

Dentists, Hygienists, Assistants





Is your practice prepared to weather the storm of the unexpected?



From financial challenges to environmental disasters to disability or illness, having a detailed contingency plan in place can offer the practice owner peace of mind and a roadmap for minimizing disruptions when the unexpected happens.

Discover strategies and resources for creating your contingency plan to maintain practice viability in the event of future disruptions. Develop your FED plan consisting of financial, environmental, and disability components. Determine the tools and systems necessary to safeguard continuity of patient care, team safety and success of the practice.



You plan for success. But do you plan for the unavoidable?

LEARNING OBJECTIVES:

- Define the key components of your contingency plan
- Develop financial management systems required for continuity of business functions
- Identify the business advisors, contacts, business insurance policies, bank relationships, and other key contacts that will help solidify your contingency plan
- Examine procedures which address environmental disasters affecting team, patients and possible office closure
- Establish protocols for the event of illness, disability or death of a practice owner
- Recognize the importance of the employee handbook to communicate office policies relating to safety, health and time off
- Determine best practice protocols to protect team and safely provide dental care

SUGGESTED FORMAT:

Half Day;
Lecture, Workshop

SUGGESTED AUDIENCE:

Dental Practice Owners /
Dentists





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 collection 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.



Team Building Through Communication Will Achieve An Elevated Level Of Patient Care That Will Keep Patients Coming Back

LEARNING OBJECTIVES:

- **Recognize** the importance of job descriptions and personnel manuals to communicate expectations of dentist and team members
- **Develop** strategies to build consistency to improve workflow and patient care
- **Identify** how to harness technology for greater efficiency
- **Establish** an environment 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:

Doctors, Hygienists,
Assistants,
Office Managers



The variety and complexity of dental practice management 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, confident, or interested in running a business. As a result, dentists abdicate their responsibility and passively delegate the operation of their office to team members 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:

- Develop a hiring process by creating clear job descriptions and employment handbook
- Recognize the importance of effective communication to team members and patients
- Examine available technologies to help grow your practice and increase the value proposition for your patients
- Determine protocols for technology usage and management policies suited to the needs of your practice
- Analyze metrics to measure growth and create an action plan for success
- Identify the need 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.





MEET DR. PAUL CASELLE



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.



Technology and Office Solutions for a Healthier Practice

AFFILIATIONS / MEMBERSHIPS

- Academy of Laser Dentistry
- American Dental Association
- Biolase Core Training Faculty
- Dental Speaker Institute
- Dental Speakers Bureau
- Massachusetts Dental Society
- Massachusetts Dental Society House of Delegates
- Vice Chairman of Middlesex District Dental Society
- Organization for Safety Asepsis and Prevention
- National Speakers Association
- National Speakers Association New England
- Tri-County Dental Study Club
- Toastmasters International

PROFESSIONAL DEVELOPMENT

- Fellowship Certification in the World Clinical Institute of Laser Dentistry
- Periodontal Surgery Symposium Harvard School of Dental Medicine
- Organization for Safety Asepsis and Prevention Certificate
- 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

