



REVOLUTIONIZING DENTISTRY

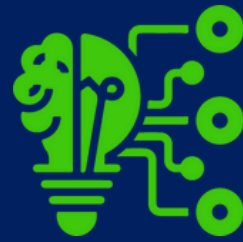
A **MUST-SEE** Keynote Experience!

Patricia Casasantà's
**UNIQUE APPROACH
TO PRACTICE
SUCCESS**





**DEVELOPING
VALUABLE TRAINING
PROGRAMS**



**SPEARHEADING
INNOVATIVE MARKETING
INITIATIVES**



**CREATING
HIGH PERFORMANCE
TEAMS**

Patricia Casasanta

Patricia "Tricia" Casasanta is an accomplished executive leader with a 27-year track record of success in the dental industry. An alumni of the University of Detroit Mercy, Tricia began her career as a dental hygienist in 1988 before making a name for herself as President of Performance Plus Staffing, LLC, a role she held from 1995 to 2012.

In 2012, she founded Strategic Practice Solutions (SPS), an organization focused on empowering dental practices with the talent, tools, and training necessary for success. The Signature Training Programs offered by SPS are a testament to her dedication towards professional development and are widely recognized for their practical, hands-on learning approach.

Her passion for creating an empowering workspace is evident, with her focus on coaching and development. Tricia's efforts in achieving certifications from prestigious dental associations, such as the ADA and MDA, have garnered national recognition and cemented SPS's position as an industry leader. As a sought-after industry speaker, Tricia has shared her expertise at numerous dentistry-focused events, imparting valuable insights on topics like "Women in Dentistry," Doeren & Mayhew, colleges, and trade shows.

With her proven leadership, strategic vision, and innovative solutions, Patricia Casasanta offers valuable insights for any dental practice looking to thrive in today's competitive landscape. Her work ethic, underscored by a drive to deliver practical solutions and an emphasis on staff education and customer success, makes her an exemplary figure in the dental industry.



PRESENTATION TOPICS

Below is just a sampling of Tricia's presentation and workshop topics. Topics can be delivered via keynote presentation and are also available as ½ or full-day workshops.

EFFECTIVE LEADERS INSPIRE

Designed for dental professionals in leadership roles looking to hone their skills and become more effective leaders. Topics such as communication, motivation, delegation, trust, credibility, and others are covered. Attendees are taught strategies for establishing credibility, building trust, and gaining respect, as well as how to delegate tasks and responsibilities firmly and fairly, resolve conflicts, and motivate employees.



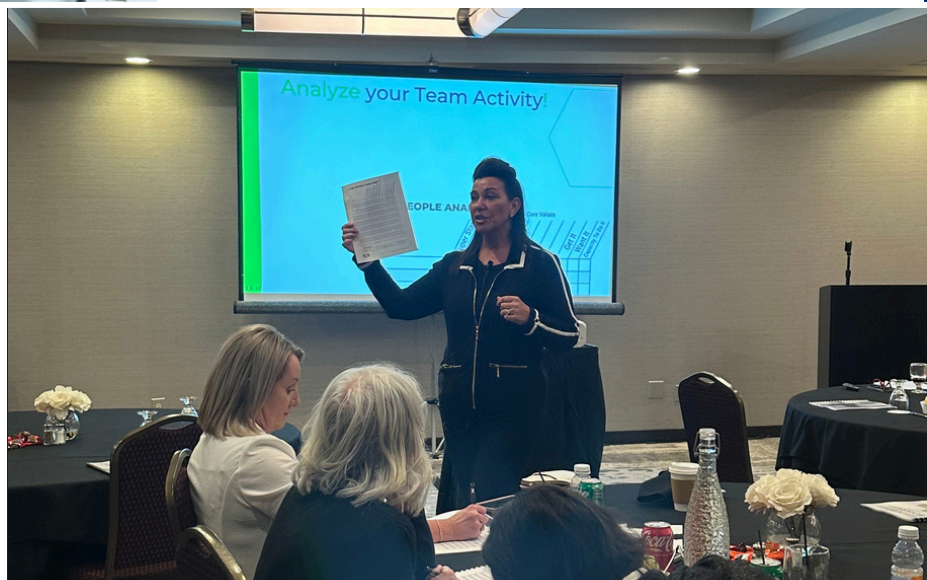
They are also taught how to differentiate between their roles as a 'boss' and a 'friend'. Suitable for individuals who are new to leadership roles, those who are moving into supervisory positions, and managers, supervisors, dentist/owners. Upon completion, participants will have the knowledge and skills to effectively lead their team and inspire them to reach their potential.



UNCOVER THE SECRET PPO PLANS DON'T WANT YOU TO KNOW

Via keynote or workshop, Tricia helps dental practice owners and managers understand and take advantage of PPO plans. PPO game-play is preventing practices from collecting 24% - 34% more on insurance claims due to existing provisions in certain provider agreements.

Attendees leave with a better understanding of the various PPO plans, the potential fees they can collect, and how to come out ahead. An optional evaluation also provides dentists with two actionable items that they can use to improve their practices.



DISC

Tricia is an authorized partner of Everything DiSC, a model of human behavior that helps people understand their strengths and challenges. Tricia offers a variety of DiSC programs for leadership training, C.O.R.E. and talent acquisitions. Everything DiSC Management, Workplace, Work of Leaders, Sales, and 363 for Leaders are all tools designed to help people understand themselves and other people better.



These solutions allow people to build more effective working relationships, better understand customer buying styles, and improve leadership effectiveness.



HOW TO BUILD A BOOMING DENTAL BUSINESS IN THE NEW ECONOMY

Keynote presentation or workshop on Tricia's unique approach to helping dental practices create a system for running and growing their business. It starts with a comprehensive practice analysis to identify areas of untapped potential and develop a plan for achieving desired results.

The system also includes steps to hire and develop rock-star team members, create business systems and standard operating procedures, utilize technology, and make marketing a system. This system has been helping dentists since 1995, and it has led to increased efficiency, better customer service, improved production and cash flow, and more.





OTHER PRESENTATION/WORKSHOP TOPICS INCLUDE

» C.O.R.E. – A system for increasing dental case acceptance

» Hygiene – Uncover the secret to growing hygiene production 35% or more

» OSHA/HIPAA – How to maintain the highest standards of compliance

» Custom Keynote and Workshops

What others are saying...

Patricia is committed to providing dental practices with the talent, tools and training they need to build and maintain successful teams. She has developed a Senior Management Marketing and Sales portfolio, and created the Signature Training Programs offered by Strategic Practice Solutions. These programs are based on the Performance Improvement Process, and combine lecture and onsite coaching for a Hands-on Learning experience.

SELECT ACCOMPLISHMENTS INCLUDE:

- Spearheaded the continued growth and expansion for the start-up organization Strategic Practice Solutions, expanding clientele from zero to 2.5K and achieving a 96% YOY retention rate in the first nine years.
- Successfully directed the integration of two company operations, personnel, and customers with a combined value of more than \$2.2M to provide an array of additional services and to grow the client base.
- Fostered an autonomous and empowering workspace for internal stakeholders, prioritizing coaching and development initiatives to reduce the turnover rate below 5% and maximize team engagement.
- Generated national recognition for services through the attainment of the American Dental Association (ADA) and Michigan Dental Association (MDA) certifications, thereby enhancing brand awareness and industry leadership.



She has been a public and keynote speaker for various dentistry-focused speaking engagements, including “Women in Dentistry”, Doeren & Mayhew, colleges, and trade shows. Patricia is also a certified DiSC trainer, a system that teaches various models of human behavior to better understand employees, communication, and patient interaction.

AFFILIATIONS INCLUDE:

- » American Staffing Association (ASA)
- » Michigan Dental Hygiene Association (MDHA)
- » Better Business Bureau (BBB)
- » Utica Chamber of Commerce
- » National Federation of Independent Business (NFIB)

Patricia is a highly experienced executive leader with a proven record of success in professional development and coaching, revenue generation, start-up and scaled growth tactics, rebranding and marketing, program development and execution, and strategic leadership. Her innovative solutions have been successful in driving new business development, safeguarding satisfaction and acquiring new patients.

She is a passionate and diplomatic leader who understands the importance of staff education and customer success. She is an astute change agent who is not afraid to identify issues and deliver solutions that will propel dental practices forward. With her expertise, Patricia is an excellent resource for any dental practice looking to grow and succeed.





INNOVATION

Tricia's approach to innovation is both holistic and forward-thinking. Recognizing the value of continuous improvement and evolution in the ever-changing dental industry, she has been proactive in implementing change and fostering growth.



INSIGHT

Her approach to gaining and applying insight is rooted in her decades of experience in the dental industry, her acute observational skills, and her dedication to continuous learning. As a speaker and trainer, Tricia engages with various audiences, gaining insights into the challenges and opportunities present in different dental settings.



IMPACT

Tricia's approach to creating impact is a potent blend of hands-on training, strategic leadership, and an unwavering commitment to fostering growth within the dental industry. It's an approach that not only transforms dental practices but also shapes the future of the industry

Testimonials

I had been out of the dental field for 20 years and wanted to restart my career as a dental assistant but I felt that my skills were a bit rusty and wanted to be up to date and this course was exactly what I needed. It was a great refresher on safety, anatomy, techniques etc but most especially Michelle was so encouraging and supportive. I really felt unsure about going back after so many years but she reinforced things I knew and showed me some very helpful new techniques. Today at my new job I did my first fmx in 20 years!!!! It was incredibly rewarding. They turned out very well and Dr was very pleased. Would definitely recommend this course to anyone looking to have this credential.

Jennifer Baxter

SPS Dental Academy gave me all the tools I needed to become a great Dental Assistant. I enjoyed my time in the classroom and in the clinic. My instructors were very knowledgeable and always willing to help me and answer all of my questions. I am very happy I chose SPS.

Shannan Rupert