



Friday, November 7, 2025 at the  
Delta Hotels by Marriott

**“Roll Out the Red Carpet” and “Plagued by  
Cancellations and No-Shows?” – 6 CE Credits**

*Carrie Webber*

*(Dental Hygienists, Dental Assistants & Administrative Personnel  
of registered dentists for this course are invited to attend if space  
permits. See tuition charge on registration form.)*

### **First Course Description – “Roll Out the Red Carpet”**

Patients make decisions about where to have a dental home based on a variety of factors. Discover the factors influencing that decision and how delivering outstanding customer service is a key piece to attracting and maintaining your patient family. The purpose of this session is to provide dental professionals with a better understanding of how exceptional customer service influences the entire patient’s experience. This course will include maximizing the telephone as a customer service tool, discussion on the team approach to service, and the importance of effective communication skills.

#### **Participants will be able to:**

1. Identify five “hot spots” for customer service in each practice.
2. Recognize the impact each role in the practice serves in the patient relationship.
3. Deliver exceptional customer service throughout each.

### **Second Course Description – “Plagued by Cancellations and No-Shows?”**

Are you finding it more and more difficult to keep your schedule full? Ever ask yourself “why isn’t my practice growing?” In this informative seminar, learn ways to stop the ‘holes’ in your practice and learn strategies to retain, grow and ultimately thrive!

#### **What participants will learn:**

1. Review key causes of broken appointments and no shows in your practice.
2. Learn steps to take to streamline your patient communications and scheduling processes to build value and commitment for the sake of your schedule.
3. Practice strong verbal skills that your team can embrace to take a total team approach to strengthening your practice schedule in the year to come.

## **About the Speaker**

Carrie Webber is president and owner of The Jameson Group, a dental management coaching & marketing firm that works with dental practices nationwide to help dentists and teams become more productive, more profitable, and ultimately more fulfilled in their practicing lives. Carrie is a contributing author to several publications and blogs on the topics of dental management, leadership, marketing, customer service and business development as well as a popular speaker at dental meetings nationwide. She is a member of the Speaking Consulting Network and has been named a Leader in CE by Dentistry Today for the past five years. For more information on Webber and her company, The Jameson Group, visit [www.jmsn.com](http://www.jmsn.com).