

## SPEAKER PACKET | PATTI A. SOOY, RDH, BS

*"Patti's input, leadership, guidance and assistance is absolutely invaluable to us. She is a consummate professional that strives for the best and has partnered with my practice to literally double my production and profitability."*

**Peter L Thompson, DDS**

### *Patti's Speaking Events*

- Reality Hygiene – Annual Speaker, Eastern Washington University Dental Hygiene Program Graduating Class
- Mastering Excellent Care, April 20th in Detroit, MI
- Hygiene Hot Topics – Hygiene Study Club, Mesa, AZ April 2017
- Case Communication & Productive Scheduling – Productive Dentist Academy Seminars
- The Productive Hygienist – Productive Dentist Academy Seminars & Neighborhood Smiles
- Eastern Washington Dental Hygiene State Component
- Destin: Excellence in Dentistry
- The Richardson Group Events
- Pac-LIVE

## YOUR EVENT COULD BE NEXT!

### REQUIREMENTS

**Travel:** Speaker requests roundtrip coach airfare, ground transportation in host city, and two-night hotel stay. Speaker will book and provide receipt for reimbursement.

**Disclosures:** Speaker warrants all content is original and has rights to its use. All financial relationships or sponsorships are fully disclosed to the conference committee and audience to ensure transparency.

**To invite Patti A. Sooy to speak  
at your event, please email  
[Speaking@ProductiveDentist.com](mailto:Speaking@ProductiveDentist.com)**

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# PATTI A. SOOY, RDH, BS

**SPEAKER PACKET**

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# Are You Ready to Become Exceptional?

Patti Sooy, RDH, BS, is a speaker, author, and VP of Business Development for Productive Dentist Academy. She works with PDA to develop training programs that allow doctors to grow their practices. She practiced clinical dental hygiene and served as a consultant for clinical, restorative, laser, and assisted dental hygiene for more than 30 years. She was a clinical and restorative instructor at Eastern Washington University and continues to speak annually to the graduating Dental Hygiene class. Her skills include office management, financial reporting and new patient treatment coordinator.

Patti’s enthusiasm for coaching teams to provide outstanding care and serving people at a high level is contagious. Her mission is communication and creation of success in business through effective systems, efficiency, and leadership. She partners with doctors and dental teams to reach and surpass their goals, inspiring practice growth and becoming exceptional in every way. Patti’s goal is to facilitate a positive ripple effect to her clients and THEIR clients to change lives for the better.

*“Patti has been instrumental in helping me improve efficiency, double our production and reduce stress. She has been a tremendous resource in helping me work through the process of hiring a full-time associate which has worked out very well. I not only consider Patti a great friend but a vital “part” of my team.”*

**Matthew T. Garrison, DDS**

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# Programs

## Know to Grow: Solving the Puzzle of Profitable Patient Care

Managing dental office productivity can be as simple as setting up the proper systems, communicating effectively, and tracking results. Highly productive teams are a direct reflection of outstanding patient care and customer service. This course will walk you through the steps to create outstanding protocol systems, implement influential communication, and show you how to track your success.

## Are Your Days Numbered? Understanding Production Statistics

In today’s competitive dental field, it is imperative to understand why certain dental teams are more successful than others! Dentists and hygienists both need to understand what drives patients to return, how to track individual and team numbers, and what those numbers mean. This course teaches hygienists, dentists, and office managers how to analyze production reports and utilize simple spreadsheets to track productivity. Discover how reviewing your numbers can assist in evaluating the effectiveness of current treatment protocols, scheduling, case acceptance, and preventive care systems.

## 5 Focus Areas to Discuss with Your Patients

Inflammation is contributing to many of the systemic diseases of the 21st century, and periodontal disease is a key risk factor. Diet and medications are contributing significantly to higher caries incidence in all age groups. Breathing and apneic episodes are getting more and more attention, and occlusion and tooth function can lead to early tooth loss. How do you discuss all of this with patients in a way that’s not overwhelming? Learn how to talk with your patients and give them ways to reduce their dental and overall health risks.

## Co-Diagnosis: Team Up for Enrollment Success

To cooperate is to work together toward a common goal. Pre-framing patients for probable doctor diagnosis not only reduces doctor time during the periodic exam, it leads to improved treatment acceptance, allows hygienists to tap into their talents for observation, and stimulates problem-solving skills. Intraoral photos are provided for case review to get all team members on the same page. Three simple steps are all it takes to send treatment acceptance through the roof!

## The Infection Connection: When to Treat Periodontal Disease

Renew your commitment to healthy patients by evaluating your current periodontal care plan. As evidence points to a strong connection between periodontal disease and systemic health, it is essential for dental professionals to remain on the cutting edge of periodontal care and other risk factors. This course reviews current periodontal research, new trends in non-surgical therapy, and effective ways to manage scheduling and treatment planning for the periodontal patient.

## Howdy Partner! Assisted Hygiene that Makes CENT\$

Effective use of your hygiene space is crucial for a successful hygiene department. Utilizing two rooms, one hygienist and one assistant can maximize patient care and profitability at the same time. Scheduling templates are the secret ingredient for mastering a winning recipe. If you’ve done this in the past and created “assisted suicide,” open your mind to a refreshing new way of practicing dynamic hygiene.

## 5 Star Hygiene ★★★★★

This course covers effective scheduling, appointment sequencing (how to fit it all in), enrollment strategies, when to transition patients from an adult prophylaxis to periodontal therapy, when to use codes, the secret weapon for getting a patient to say yes to treatment, and what to do when a patient arrives late or when they don’t show up at all. Patti shares her secrets for success!

*“Patti’s vast knowledge of the dental profession is astounding and her intuition and instincts have helped me and my staff achieve improved patient care and a substantial increase in our productivity.”*

**Randell W. Bell, DDS**

