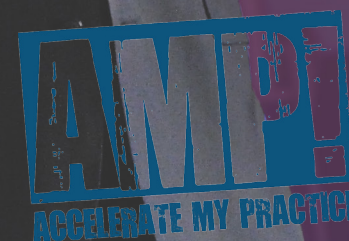


# DARREN KABERNA

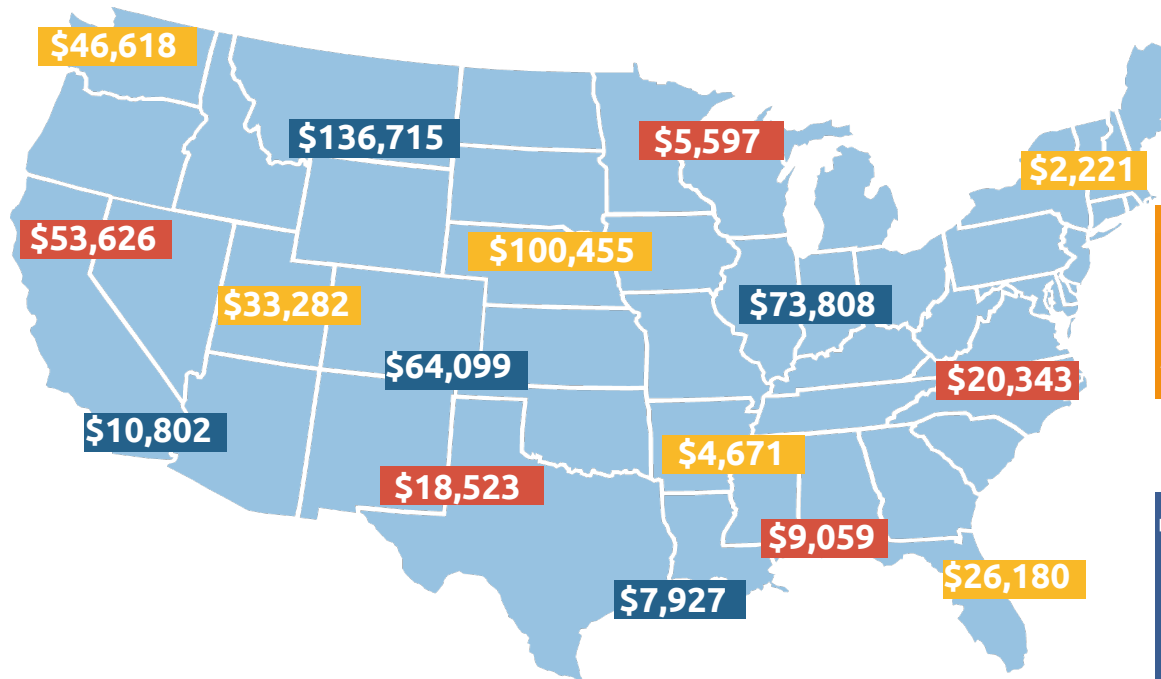
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# SPEAKER PACKET



# DITCH THE BINDERS

This is where many other programs and seminars fall short. Sure, you may understand all of the points and leave a seminar feeling motivated to make a change for the better, but without continued support, it can be tough to follow through. Ditch the binders and put your hands in the dirt with AMP!



## CASE ACCEPTANCE

### Mind Blowing Patient Presentations

- 3 Keys to Success
- Neuro-Linguistic Programming
- 5's to Case Acceptance

## TEAM BUILDING

### Turning Caps into Crowns

- Overcome Team Challenges
- TRIAD of Behavior Change
- Cross Training team members

## PATIENT PSYCHOLOGY

### Brace Yourself

- Consumer Psychology
- The Power of Role Play
- Patient Decision Making



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# CASE PRESENTATION

## Mindblowing Patient Presentations

Einstein defines insanity as doing the same thing repeatedly and expecting a different outcome. It's time to re-evaluate the way you present. What would 20% more case acceptance mean in dollars to your practice? Learn how to get out of your routine by understanding human behavior and what drives all humans in their decision making. This age-old technique doesn't reinvent the wheel, NLP helps us to understand the how and why of human behavior. Translate that to the dental practice.

The reality is that some patients do not want to participate in the treatment they need, or the best option for them. This is where you have to be diligent in suggesting the best treatment, work with the patient so they accept it and move forward. Understanding who your patient is and what drives their behavior combined with an understanding of simple NLP tools, will allow your practice to flourish.

This course will re-teach the basics of case presentation while building the confidence of the doctors. Case Acceptance will increase, relationships will develop, and trust and loyalty will no longer be questioned. Mind blowing patient presentations means "YES" patients. Leaving this course with key things to implement resulting in a spike in case acceptance the very next day.

Team members attending will understand their role in case presentation and how to psychologically prep patients for the doctors presentation.



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### Learning Objectives:

- Explore the psychology of dentistry, how the patient thinks in order to recognize the importance of who is in your chair.
- Gain knowledge of Neuro-linguistic Programming (NLP)
- Analyze patients charts to understand their "why". Pinpoint what is important to them.
- Learn the effectiveness of the morning huddle. Understand the success that comes with an effective start to the day.
- Specifically minimize doctors time in the exam room with proper prep from auxiliary staff.
- Tools for the informative hygiene handoff, the key to interoffice communication.
- Comprehend the 5 C's in Case Acceptance
- Learn the 3 keys to success

### Suggested Audience:

Dentist, Hygienist, Full Team

### Suggested Format:

Full or Partial Day; Lecture, Keynote

*"I listened to the first thing Darren recommended I do to increase my case acceptance. I used it immediately as suggested and got HUGE results! I presented and closed a \$35k case! I couldn't believe it."*

**- Dr. Myles**

## Turning Caps into Crowns

Industry leaders and members of management may not realize that one person can have a massive impact in any size organization. An organization can literally be dragged in one way or the other due to lack of training, mismatched expectations and lack of team buy in. Think of tug of war, the front office vs back office, patient vs office, doctor vs assistant. etc. When someone walks up to the middle of that tug of war and pulls the rope in another direction, chaos explodes.

Just like that one person can pull a whole organization down or can come in and be that fire cracker, changing the story you tell yourself combined with action can and will bring that company to the level of performance that was previously just a dream.

More often than not team members don't realize the role they're playing in the dental practice. This course will provide the audience with the tools needed to explore, discover and identify different personalities and roles in the practice. Participants will learn how to maximize on team members strengths and overcome team challenges.



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### Learning Objectives:

- Pinpoint the headers in the practice.
- Explore the dynamics of an effective team member.
- Define your Value Proposition and get team buy-in.
- Empower team members and gain total buy-in.
- Understand the TRIAD of behavior change
  - Language
  - Focus
  - Physiology
- Discover team members who wear crowns by recognizing patterns in their psychology.
- Identify the thorn(s) in the dental practice
- Differentiate between the two types of team members and the roles they play in the success of the practice.
- Discuss the important of cross training team members
- Overcome team challenges
- Develop team empowerment resulting in a new found practice confidence

#### **Suggested Audience:**

Dentist, Hygienist, Full Team

#### **Suggested Format:**

Full or Partial Day; Lecture, Keynote

*"It's the best advice I've ever been given in my 72 years."*

**- Dr. Crouch**

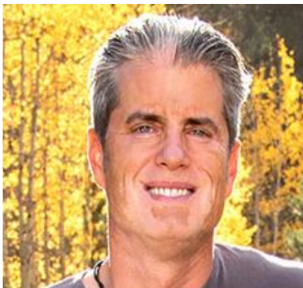
## Brace Yourself

When it comes to spending money in dentistry, your competition is not the dentist down the street. Your competition is Apple, Coach or Porsche. People may choose not to spend in your office because they want to save the money so they can go on that cruise with their new iPhone X carrying their Coach purse. It all goes back to discretionary spending. They want to save money to spend it on something else. It is a part of all of us!

- What is the patient really saying when they say “YES” or “NO” to spending money on dental treatment or on new shiny things?
- What can we say as a dentist or hygienist to get “YES” to treatment? What words are we using?
- Do we use technical dental terms with drawn out explanations or are we presenting emotional outcomes like beauty, youth and/or change in appearance?
- Do you present treatment with judgment in mind? Judgement of insurance, affordability, capability?

Brace Yourself refers to the knowledge participants are going to walk away with at the completion of this course. Specifically the knowledge of NLP and the impact it'll have on your practice. This course will focus on the underlying psychology of consumers that walk into the practice.

Doctors and Team members will gain an entirely new understanding of how the patient sees the entire process. From walking in the doors to paying the bill.



*Elite Coaching for the Elite Dentist*



*"Hands down the #1 tool any practice needs. No matter if you're on top or below your game, this program will take you further than you ever thought you could go."*

**- Dr. English**

### Learning Objectives:

- Understand consumer psychology and how it relates to patients in the dental industry.
- Recognize the real competition as it relates to the patients financial state of mind.
- Learn the power of role play, the most resistant yet most accomplishing
- Analyze and Disect the power of distraction and the impact it has on patient relationships.
- Identify the two reasons patients make decisions
- Gain knowledge of Neuro-linguistic Programming (NLP) and how it can take a patient from “NO” to “YES”

#### **Suggested Audience:**

Dentist, Hygienist, Full Team

#### **Suggested Format:**

Full or Partial Day; Lecture, Keynote

## Darren Kaberna, MBA

Darren was raised on a farm in northern Wisconsin. He started his first business when he was 14 years old. While in high school he took his earnings and invested them in the stock market and was able to complete college in 4 years without any debt. He joined the National Ski Patrol at age 17 and then attended the University of Wisconsin where he received his undergraduate degree in **Biology and Chemistry**.

During college he was determined to have a great job prior to graduating and accomplished this goal in March of his senior year by getting hired by Patterson Dental. He was sent to Dayton, Ohio to start learning the business of dentistry. While working full time, Darren enrolled in graduate school to get his MBA. During his MBA work, he did consulting for companies as large as GE as well as non-profits such as We Care Arts. He completed his MBA in Finance and Marketing in 2 years with his **Masters Thesis in Retirement Planning**. After living in Ohio for 7 years, he and his wife, Christine, moved to Woodland Park, CO where he had to start his business over again with Patterson Dental. In a relatively short period of time, he was able to build it up so that he was the top sales representative within Colorado. Wanting to make a bigger impact on the lives of others, he decided to start his own business coaching on best business practices, combined with 15 years experience in the dental industry along with his MBA. Now he and his team are impacting the lives of both doctors and their staff all over the country, improving dental practices by helping people achieve their dreams.

Darren has taken practice from filing bankruptcy to being able to pay off debt and send their kids to college. With his experience in NLP and Dental business and economics, the only way to go is up.

### Darren's Vision

- Reduce the stress of the doctor by increasing profitability.
- Get doctors to retirement on their own terms
- Help team members and other members of the dental industry achieve their dreams
- Change how the dental industry see's itself.

### Presentations

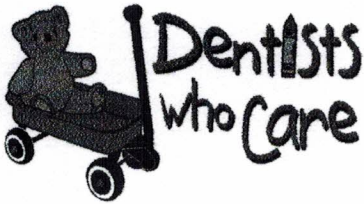
- Business Development Seminars
- Nationwide Study Clubs
- ADMC
- National Sales Meetings
- AMP Kick Off and Seminars



*Elite Coaching for the Elite Dentist*



*"Our first year using this program: \$800,000 in growth in one year! Do you want to change your production, your lifestyle, your hygiene program? Do you want to have more fun, be more relaxed? All of this happens with you work with AMP. My confidence has gone through the roof. I have the highest regard for AMP! I think the world of everything they've done for my practice." - Dr. McKinny*



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September 24, 2018

To Whom This May Concern,

We are a non-profit Organization which provides free dental care to adults and children that have no money nor insurance. To date, we have provided over \$10 million dollars of dental care over the past 20 years utilizing our volunteer dentists and staff and continue growing each year. We have an annual Charity Dental Conference fundraiser each year that greatly helps supplement our budget.

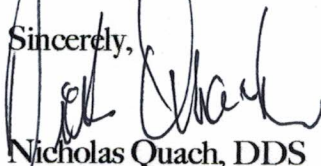
Accelerate My Practice joined us for our annual Conference event in 2016 with roughly 700 attendees. Our DWC organization has provided over \$10 million dollars in charitable dental care to over 27,000 children and adults. Our annual event hosts speakers and attendees from all over the country.

Darren Kaberna and his dynamic team brought an amazing amount of energy into the event each day in his lecture courses. His courses were 'sold out' and his reviews were 5-star! After reading his reviews, we realized that Kaberna and his team brought an air of positive energy and excitement that has been missing in the past years at our conferences.

As a meeting planner, we liked his ability to provide the crowd with actionable items to take home and implement in both their personal and professional lives. It was an unexpected great surprise experiencing the technology, the 'pumped-up' crowd and the useful and relevant lecture content during Darren's Keynote. He exceeded our expectations by far.

In addition, his technology-team created an amazing video clip of our Conference that is still being used today to promote our annual event. This was an added perk we had not expected that has been so helpful to us over the years. In the end, we can't wait to have Darren Kaberna and his team back!

Sincerely,



Nicholas Quach, DDS  
President of the Board  
Dentists Who Care