



Dr. Steven Katz

Kelly Fox-Galvagni

# SPEAKER PACKET

# WOULD YOU LIKE TO REGAIN THE JOY OF PRACTICING DENTISTRY? READY TO ACHIEVE YOUR FULL PRACTICE POTENTIAL?

Dr. Steven Katz and Kelly Fox-Galvagni teach dentists and their teams about the amazing potential that they and their team members have to change lives. “They” don’t teach that in Dental School. Nor do “they” teach dentists and their teams how to have fun or to be successful in their chosen career.

A full time dentist and auxiliary team member with over 50 years of dental practice experience between them, Dr. Katz and Kelly have never worked in the same office! With a unified vision and direction, however, they bring both sides of the approach to their presentations, inspiring dentists and team to find a greater sense of purpose and become successful practitioners, while having fun along the way.



Dr. Steven Katz  
Kelly Fox-Galvagni



## PUMP UP YOUR PRACTICE!

### A TEAM APPROACH TO IMPROVED TREATMENT ACCEPTANCE

Learn to implement strategies and systems to make practicing dentistry rewarding and fulfilling by developing a belief system geared towards making a difference in peoples’ lives through dental care.



## THEY DIDN’T TEACH US THAT IN DENTAL (OR HYGIENE) SCHOOL...

### TEAM STRATEGIES FOR PRACTICE SUCCESS

In this high energy, fast moving presentation, Dr. Steven Katz and Kelly Fox-Galvagni expand on the integration of leadership, business prowess and people skills to drive the success of any practice, even in a challenging economy.



## MAKE A DIFFERENCE

### A KEYNOTE ADDRESS FOR DENTAL PROFESSIONALS

Dr. Katz relays the events from his practice’s depths of despair to being in a position to change patients’ lives through dental care. This presentation teaches and inspires as attendees ride along on the roller coaster of laughter and sorrow leading to emotional triumph.



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“ Dr. Steve Katz and Kelly Fox-Galvagni delivered the **best Practice Management course** that I have heard in years.

**Dr. Woody Oakes**  
Excellence in Dentistry  
The Profitable Dentist

# PUMP UP YOUR PRACTICE!

## A TEAM APPROACH TO IMPROVED TREATMENT ACCEPTANCE



The acceptance of comprehensive treatment begins long before patients first contact our offices.

It takes a commitment to the belief that we can change people's lives and a careful coordination of all members of the team to create relationships and gain the trust and confidence of patients seeking our care. Abandoning the tradition of treating dental conditions and, instead, focusing on the emotional effects created by these conditions strongly motivates patients to pursue care irrespective of insurance benefits and present economic factors.

This program will take attendees through the steps of developing a belief system geared towards making a difference in peoples' lives through dental care. It's about implementing strategies and systems to make practicing dentistry rewarding and fulfilling. Dentists who include their team in this presentation will achieve a higher degree of success in inspiring patients to pursue comprehensive care.



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### LEARNING OBJECTIVES:

- Understand how to develop a passionate, motivated, efficient team that is dedicated to practice success
- Acquire skills for exceeding patient expectations and strengthening relationships while increasing the perceived value of care and inspiring trust and confidence
- Recognize the importance of focusing less on the "chief complaint" and more on how dental conditions effect our patients' lives
- Refine skills for more thorough clinical examination, including the use of photography
- Illuminate the importance of "Total Health Awareness" and the use of a wide range of additional physical diagnostics, including blood pressure and blood sugar monitoring
- Gain verbal skills to counter patients' apparent objections to treatment
- Appreciate that it is possible to create practice growth in a challenging economy

PROFESSIONAL  
FULFILLMENT

#### Format:

Full or Partial Day,  
Workshop, Keynote

#### Attendees:

All Dental Professionals

A comprehensive handout will be provided which will include extensive scripts, tools and templates that aid implementation.

# THEY DIDN'T TEACH US THAT IN DENTAL (OR HYGIENE) SCHOOL...

## TEAM STRATEGIES FOR PRACTICE SUCCESS



Stressful days with decreasing revenue, broken appointments, team who are not utilizing effective practice management systems and patients not understanding why their insurance doesn't cover their treatment.

Our dental education prepared us for clinical practice, but success in a dental practice is more dependent on **leadership, business prowess, people skills and sales strategies**. These interrelated skills can be mastered through constant awareness, conscious application and persistence.

In this high energy, fast moving presentation, Dr. Steven Katz and Kelly Fox-Galvagni expand on the integration of these skills to drive the success of any practice, even in a challenging economy.



Dr. Steven Katz

Kelly Fox-Galvagni



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### LEARNING OBJECTIVES:

- Understand the importance of systems and how they impact the success of the practice
- Recognize how to develop a passionate, motivated, efficient team leading to practice growth, profitability and emotional fulfillment
- Learn the process for developing team trust, commitment, accountability and attention to results
- Illuminate the importance of differentiation in driving practice success
- Gain "outside the box" strategies for promoting your practice
- Acquire verbal skills to counter patients' apparent objections to treatment
- Acquire skills for exceeding patient expectations and strengthening relationships while increasing the perceived value of care and inspiring trust and confidence

PRACTICE  
GROWTH

#### Format:

Full or Partial Day,  
Workshop, Keynote

#### Attendees:

All Dental Professionals

A comprehensive handout will be provided which will include extensive scripts, tools and templates that aid implementation.

# MAKE A DIFFERENCE

## A KEY NOTE ADDRESS FOR DENTAL PROFESSIONALS



### Life includes obstacles.

The key to success and happiness is to enable these experiences to make us *better* and not *bitter*.

Dr. Steven Katz lost his practice through a series of tragedies over a dozen years ago. By adopting the belief that ‘*we can make a difference*’, his practice has helped individuals overcome great physical and emotional hardships. The effects far transcend what dental treatment normally provides. The result is that their mission has made their work more meaningful for every member of the team. The level of fulfillment has been far greater and the practice has sustained incredible growth, fueled by the power of their purpose.

As dental professionals we can embrace the opportunity that we have to change people’s lives - more than just fixing teeth. The process begins with understanding each other’s emotional needs, showing that we care, and begin by caring for our loved ones and the fellow members of our dental team.

Dr. Katz relays the events from his practice’s depths of despair to helping a team member rebuild her life after being severely injured by a drunk driver, to being in a position to change patients’ lives through dental care. This presentation teaches and inspires as attendees ride along on the roller coaster of laughter and sorrow leading to emotional triumph.

### LEARNING OBJECTIVES:

- Gain an appreciation for fear and recognize the growth potential inherent in hardship
- Embrace the opportunity to change lives by understanding other’s emotional needs
- Realize one’s potential and capacity to make a difference
- Acquire skills for uniting the team, sustaining practice growth and becoming the leader you can be!

DEVELOPING  
A PURPOSE

“ Dr. Steve Katz was a pleasure to work with and have as a speaker for our annual signature event, TBSE, in 2014. He made it easy for me, as the Event Planner, as he was so prompt with his responses to my requests and very professional to deal with. We are, in fact, having him back again as a featured speaker in 2015.

**Ann Ulick**  
Events Manager  
The Madow Brothers



Dr. Steven Katz

**SP** Smile Potential  
Dental Practice Coaching

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**Presenter:**  
Dr. Steven Katz

**Format:**  
Keynote

**Attendees:**  
All Dental Professionals

# MEET DR. KATZ



**Dr. Steven M. Katz has lived every dentist's nightmare** of seeing a thriving practice decimated by a series of serious life setbacks, including two years of disability.

An avid student of practice management techniques, Dr. Katz developed practice vision and goals and implemented the strategies he had learned, as well as some of his own. He trained the team to run the systems flawlessly and with less stress than ever before. The practice tripled in size within a few years. Dr. Katz knows that every practice has similar potential and is eager to help others accomplish similar results in their practices.

Dr. Katz is a graduate of Columbia College (Business and Finance) and the Washington University School of Dental Medicine. He completed a two-year GPR at North Shore University Hospital and continues there as an attending.

A full-time practicing dentist, he lectures nationally and is fully aware of the trends and challenges that other dentists are experiencing.

His first book, "They Didn't Teach Us THAT In Dental School", was published in 2014. During 2014, he won First Place in the Speaking Consulting Network's "Spotlight On Speaking" competition and he was also named "The Best New Speaker in Dentistry" at the Madow Brother's TBSE event.

## MEMBERSHIPS IN PROFESSIONAL ASSOCIATIONS

- Master, Academy of General Dentistry
- Fellow, International College of Dentists
- Attending, North Shore University Hospital
- Member, Speaking Consulting Network
- Member, Academy of Dental Management Consultants

## HONORS AND ACHIEVEMENTS

- **Team Dentist, New York Jets (10 Seasons)**
- **Dental Consultant to Fox News, NY**
- Owner, Smiles On Broadway Dental Care
- Founding Partner, Smile Potential Dental Practice Coaching
- Winner, Spotlight on Speaking Competition, Speaking Consulting Network, 2014
- Best New Speaker in Dentistry, TBSE, 2014

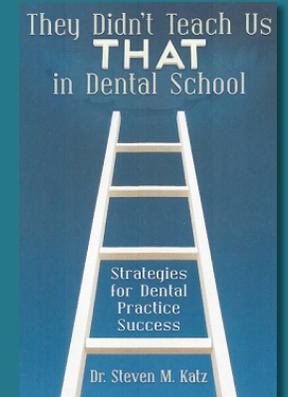


**Dr. Steven Katz**  
**Kelly Fox-Galvagni**



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Request your complimentary copy of Dr. Katz's book!

# MEET KELLY FOX-GALVAGNI

All dental professionals have the potential to be superstars.



**Kelly Fox-Galvagni** thrives on helping them harness this potential. Knowledgeable, articulate and energetic, she has been a Clinical Assistant since 1989 and takes pride in the fact that the last three practices she worked in doubled or tripled their production and collection with her influence.

A practice administrator, clinical assistant and certified by the Dental Assisting National Board, Kelly understands the employee point of view and is a master of bridging the communication gap between the dentist and team. She encourages dental auxiliaries to realize dentistry is a career, not a job. She focuses on self-respect, respect for the dentist and team respect. Her love of dental technology and emphasis on embracing new techniques and ideas is contagious.



- Winner, Spotlight on Speaking Competition; Speaking Consulting Network 2015
- Certified, Dental Assisting National Board
- Past President, Long Island Dental Assistant Association
- Partner, Smile Potential Dental Practice Coaching
- Member, Speaking Consulting Network
- Member, Academy of Dental Management Consultants



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Kelly Fox-Galvagni



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## PAST PRESENTATIONS (PARTIAL LIST)

- TBSE (The Best Seminar Ever); *Audience of 2,000*
- Speaking Consulting Network Spotlight on Speaking Competition
- Greater New York Dental Meeting (*multiple*)
- Woody Oakes Spring Break Seminar; *Audience of 500*
- Greater Long Island Dental Meeting (*multiple*)
- Big Apple Dental Meeting
- Connecticut State Dental Meeting
- CareCredit National Sales Meeting
- Henry Schein Regional Business Development Meetings
- Washington University School of Dental Medicine Annual Alumni Meeting
- NYU Dental School Linhart Continuing Education Program

Dr. Katz and Kelly have delivered over 100 presentations to 6,000 dentists and members of their teams.



# HOW DENTAL PROFESSIONALS DESCRIBE THEIR SMILE POTENTIAL EXPERIENCE...

Recently I had the opportunity to spend time with Dr. Steven Katz and Kelly Fox-Galvagni. They did a great job at a large event in Miami. Steve received the distinction of “**Best New Speaker**”. If you are looking for new speakers, you will enjoy talking to them.

**Dr. Gordon Christiansen**

Director, Practical Clinical Courses  
CEO & Co-Founder, CR Foundation

Dr. Steven Katz is one of the top coaches in dentistry. As a practice owner and clinician he has seen it all. Steve's compassion and desire to help others combined with his highly productive practice make him the **perfect person to motivate his colleagues**. Dr. Katz reveals all of the tips, tricks and secrets you need to know to achieve similar success.

**Dr. Richard Madow**

The Madow Brothers

Dr. Steven Katz wowed his audiences at the Speaking Consulting Network where he walked away with first place in the Spotlight on Speaking competition. He did the same before an audience of more than 1500 people three months later at TBSE. He and his business partner, Kelly, are two of the **rising stars** in practice and team development coaching. Treat your audience to this wonderful message of hope.

**Linda Miles**

Founder, LLM & Associates and Speaking Consulting Network  
Co-Founder, Oral Cancer Cause

Your practice management presentation has been an integral part of our meeting's success in helping the dental office achieve higher standards. Your valuable information in this fast paced industry has proven to be a success for many practices that you have touched. Evaluations for your course were all well received and all rated in the excellent category.

**Fran McHugh**

Executive Director  
Greater Long Island Dental Meeting

Dr. Steven Katz and Kelly Fox-Galvagni have spoken twice at the Big Apple Dental Meeting. Each time they have received wonderful reviews from attendees. In addition, they have been a pleasure to work with from a planner's perspective. They are extremely well prepared and do not place any extraneous demands on the meeting committee. From my perspective, they are welcome to return to our meeting in the future and I always look forward to their participation.

**Joy Patane**

Executive Secretary  
Bronx County Dental Society  
Big Apple Dental Meeting

"Dr. Steven Katz and Kelly Fox-Galvagni were two of our top speakers at our Destin 2014 seminar. Their message was well received and resonated among the doctors and staff in attendance. They were a pleasure to work with and I would highly recommend both Dr. Katz and Kelly as a speakers for your next event!

**Delaine Stewart**

Meeting Coordinator,  
Excellence in Dentistry



Dr. Steven Katz

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