

Dana Russell

DENTAL EDUCATOR

Transforming Dentistry

Elevating Patient Experiences through Unparalleled Customer Service Solutions

With nearly 30 years of dentistry expertise, Dana Russell boasts a diverse and accomplished background in various dental practices, from general to specialty. Having worked in every role within a dental office, Dana possesses a unique ability to empower individuals at all levels. Her unwavering passion lies in crafting exceptional patient experiences, driving her to go above and beyond in every aspect.

With a rich blend of management and clinical experience, Dana employs time-tested systems and protocols customized to your specific needs, recognizing that each practice is distinct and demands tailored attention. Embracing challenges, she expertly transforms obstacles into growth opportunities, motivating your team to take charge of your practice's success. Eager to embark on new ventures with you and your team, she eagerly anticipates creating a brighter future together.

Dana's journey in dental office management commenced in 2006 and she proudly holds the distinction of Fellow of the American Association of Dental Office Management.

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Dana Russell Dental Concierge Coach

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Breaking Free:

Strategies for Successfully Exiting PPO Networks and Thriving in Your Dental Practice

With the dental industry undergoing constant changes, many practices are reevaluating their participation in Preferred Provider Organizations (PPOs). Our expert dental coach sheds light on the reasons why some dental practices opt to go out of network, the opportune moments to make this transition, and provides practical strategies for successfully navigating the process. Attendees will gain valuable insights, actionable steps, and a clear understanding of the potential benefits of going out of network to optimize practice growth and enhance patient care.

Learning Objectives:

1. Understand the rationale behind considering an exit from PPO networks and the benefits of going out of network.
2. Identify key indicators and metrics for the ideal timing to transition out of PPO participation.
3. Learn effective strategies to communicate with patients about the shift to out-of-network status, ensuring patient satisfaction and retention.
4. Discover methods to negotiate fee schedules and build beneficial relationships with insurance carriers, optimizing practice revenue during the transition.
5. Explore alternative payment models and innovative marketing approaches to attract new patients and maximize growth opportunities post PPO exit.

Empowering Dental Excellence:

Elevating Customer Service for Enhanced Patient Experience and Practice Success

With a keen focus on elevating customer service standards, this session aims to empower dental teams to deliver exceptional patient experiences, ultimately leading to increased case acceptance and patient retention. Through practical insights, interactive discussions, and real-life examples, attendees will learn the key components of outstanding customer service and how to implement them effectively, fostering lasting patient relationships and driving practice growth.

Learning Objectives:

1. Understand the impact of exceptional customer service on case acceptance and patient retention.
2. Identify key elements of outstanding customer service in dental practice.
3. Develop effective communication techniques to build trust and rapport with patients.
4. Implement actionable steps to measure and improve customer service performance.
5. Create a comprehensive action plan to elevate customer service standards and drive practice growth.

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Testimonials:

"Attention dental practice owners who want to do better: this review is for you! Dental coach Dana Russell has helped take my practice to the next level through accountability, setting proper expectations, systems, and extraordinary customer service. Dana has helped me achieve my goals of creating an exceptional patient experience, practice growth, and better work/life balance. I am grateful to be working with a coach that is relatable for my team while having a patient-centered approach. I highly recommend Dana Russell for your practice, team, and patients!"

~ Dr. Ryan

"Working with Dana was the best decision I made for my office. She listened to my frustrations and helped to get my team, not just the front office, on a plan for improvement that is creating a more productive and efficient workplace. The team is happier and the systems implemented make the day easier to work and schedule changes don't interrupt the entire day anymore. I highly recommend working with Dana!"

~ Dr. Christie