



# JAMESON

SPEAKS



MANAGEMENT • MARKETING • LEADERSHIP • HYGIENE

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## JAMESON SPEAKS

# Amy Logan Parrish

CHIEF DEVELOPMENT OFFICER

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Amy Logan Parrish is Chief Development Officer for Jameson Management, a practice management, marketing and hygiene coaching firm. Amy focuses primarily on growth and development for both the company as a whole and for the individual team members that make up the organization's dynamic culture. She has been a featured speaker at numerous dental meetings across the country delivering engaging presentations on a variety of subjects relevant to today's dental team including customer service, marketing, and team development.



*"Excellent presentation! Very informative and helpful. Speaker was engaging and captivating."*  
Dr. Drew H., Raleigh, NC

*"I am happy taking one pearl from a program and Amy gave me a dozen. Thank you!"*  
Dr. John N., Barrington, IL

*"Amy is so dynamic and fun to listen to and at the same time, she is very clear with her message and provided us all with a course of 'action' that we can take back to our offices and implement immediately!!! Our AADOM Chapter of OC members gave Amy a well deserved standing ovation! Thank you so much Amy!"* - Jackie M., FAADOM, AADOM Chapter President, Orange County, CA

*Working with Carrie, Patty and Amy was a fantastic experience! They are true professionals and their presentation style is warm, engaging, humorous and impactful. The Jameson practice management and marketing lectures were among the highlights of our annual meeting and you will not be disappointed!*  
Angela Westhoff, Executive Director, Maine Dental Association

To learn more about Jameson speakers and courses, visit [www.jmsn.com](http://www.jmsn.com) or call 877.369.5558.

9636 N. May Ave., Ste. 279, Oklahoma City, OK 73120



# JAMESON SPEAKS

## How to Rock Your Practice Marketing on a Budget

### SYNOPSIS:

There are secrets to success that every rock star knows. Learn these key techniques to building your practice's "fan base" and grow your business the grassroots, rock star way - one raving fan at a time.

### LEARN:

- Build your practice's "street team" to increase referrals.
- Learn ways to shine your light bright for potential patients to find you.
- Identify steps to get your website up to date and in perfect condition to welcome potential new patients.
- Discover resources to help you make the most of your practice's social media and your overall online presence.
- Find the keys to raising the benchmarks in your business to ensure potential patients become forever patients.

## People, Personalities & The Practice

### SYNOPSIS:

Ever wonder how to make a more positive and clear impact with your teammates and patients? Do you sometimes think 'I really don't understand the way that person ticks!' Working with people every day, you see up close and personal the various ways our personalities impact our behavior, our decisions and our relationships. Take a deep dive into the different personality styles and how they influence our every day lives, including how we work together as a team.

### LEARN:

- Discover ways to improve team cohesiveness by understanding different personality styles.
- Understand the communication process and its impact in developing relationships of trust and value.
- Determine ways to listen better to understand others more effectively.
- Learn how understanding behavior styles can help you thrive as a person, with your patients and as a practice.



# JAMESON SPEAKS

## Plan. Lead. Succeed.

### SYNOPSIS:

Successful results don't just happen. Focus and concentrated effort lead to the outcomes you intend. In this program, access strategies to help you be more efficient and effective personally, so you are more productive for the practice.

### LEARN:

- Learn how to lead from wherever you are to make a difference.
- Become more intentional by planning for success with time management principles.
- Develop a process for goal accomplishment to foster growth for you and your practice.

## Roll Out the Red Carpet:

CUSTOMER SERVICE THAT COUNTS!

### SYNOPSIS:

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 a better understanding of how exceptional customer service influences the entire patient 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.

### LEARN:

Participants Will Be Able To:

- Identify five "hot spots" for customer service in each practice
- Recognize the impact each role in the practice serves in the patient relationship
- Deliver exceptional customer service throughout each practice

Suggested Speaking Time: 1.5 to 3 hours



# JAMESON SPEAKS

## The High-Performing Team's Playbook

### SYNOPSIS:

- Have you ever asked:
- How do I get my team more involved and interested in improving the practice?
- How do I motivate my team?
- How can we improve our telephone skills?
- How can we be better at patient retention and case acceptance?

In this powerful seminar, identify areas you need to look into in your own practice, conversations that count and ways to help improve communication skills and team engagement in the patient process and in overall practice growth!

### OBJECTIVES:

- Begin building a team-focused work culture
- Overcoming conflict and personality differences
- Understand the power of positive reinforcement

## Turning Me Into We:

### THE POWER OF TEAMWORK

### SYNOPSIS:

Are you interested in making teamwork a reality in your practice? Do you strive to maximize your role in a more intentional way? The purpose of this session is to provide dental professionals an energized and engaging look at the power of teamwork in dentistry. This course will cover a broad range of topics from attitude and accountability to characteristics of a high performing team.

### LEARN:

Participants Will Be Able To:

- Execute a process of goal accomplishment for both personal and professional use
- Identify key practice systems and how to improve those systems in an efficient way
- Understand how exceptional customer service impacts the productivity of the practice overall

Suggested Speaking Time: 1.5 to 3 hours

## 2019 SCHEDULE:

- Hinman Dental Meeting
- Maine Dental Association Meeting
- American Association of Dental Office Managers Annual Conference Emcee
- North Dakota Dental Association Annual Meeting
- AADOM Behind the Smile Chapter Meeting

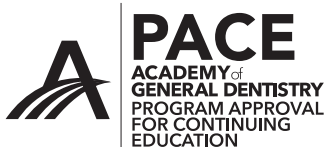
## PAST SPEAKING ENGAGEMENTS:

- Henry Schein's All Day Team Meeting Event, Keynote Speaker
- Nu Image Seminars Study Club Program
- Northern Kentucky/Cincinnati AADOM Chapter Meeting
- Orange County AADOM Chapter Meeting
- Indian Health Services Dental Development Day Program
- Wisconsin Dental Association Fall Meeting
- Henry Schein Dental Pennsylvania Spring Fling
- Yankee Dental Congress Meeting
- Oklahoma County Dental Society Meeting
- Eric Pulver Study Club
- Be Frank Seminars
- Henry Schein Dental Pittsburgh Program
- Henry Schein Gateway Seminar



Want to learn more about having Amy at your next meeting?

Email [info@jmsn.com](mailto:info@jmsn.com) or call 877.369.5558 to learn how to make your next meeting fun and informative for your attendees!



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