



# JAMESON

SPEAKS



MANAGEMENT • MARKETING • LEADERSHIP • HYGIENE

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## JAMESON SPEAKS

# Cathy Jameson, PhD

FOUNDER OF JAMESON MANAGEMENT

✉ [cathy.jameson@jmsn.com](mailto:cathy.jameson@jmsn.com)

Cathy Jameson is the founder of Jameson Management, an international dental management, marketing and hygiene coaching firm. The Jameson Method of Management, developed by Cathy, offers proven management and marketing systems for helping organizations improve their workflow and efficiency in a positive, forward thinking culture. Cathy earned a bachelor's degree in Education from the University of Nebraska at Omaha and then a Master's Degree in psychology from Goddard College. She received her doctorate from Walden University.

A popular speaker at dental meetings, both domestically and abroad, Cathy brings her vast experience as well as humor and heart to each of her powerful programs. Cathy has been named one of the Top 25 Women in Dentistry as well as being the recipient of the second Lifetime Achievement Award from the American Association of Dental Office Managers in 2014.

She considers herself a life long learner and encourages those around her to be in a constant state of study, growth and action. She is the author of several books, including her latest title: *Creating a Healthy Work Environment*.

Daily Honorarium: \$8500 plus travel expenses



Want to learn more about having Cathy 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!

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

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## JAMESON SPEAKS

# Creating a Healthy Work Environment

*"In an environment of mutual cooperation, respect and collaboration - great things happen." - Cathy Jameson, PhD*

### SYNOPSIS:

Your practice cannot operate or reach its full potential without a dynamic, productive team. This engaging and informative course allows each participant to take a deep look at his/her role in the practice as well as examining the business and where it is going. Learn the skills you will need to take your practice from where it is now to that next level and how to develop a culture of superstars along the way. Enjoy this powerful session as you determine the key components to creating your own healthy work environment.

### LEARN:

- DEVELOP the leadership capability of each person on the team
- ENHANCE patient care and customer service: the key to practice building
- LEARN how to make teamwork a reality rather than a cliché'
- UNDERSTAND how to create a sense of "co-ownership" among team members
- INCREASE the productivity of individuals and translate that into increased productivity for the practice

### AT THE CONCLUSION OF THE PROGRAM, PARTICIPANTS SHOULD:

- Better understand leadership skills and how to apply those at the practice
- Understand how to implement and/or refine customer service efforts
- Recognize how increased teamwork impacts increased productivity

This course is recommended for ALL dental professionals.



## JAMESON SPEAKS

### Collect What You Produce

1. Learn how to produce and collect more by managing the entire financial aspect of your practice.
2. Discover 7 ways to increase productivity by maximizing patient financing.
3. Get out of the banking business and focus on patient care
4. Learn how to Communicate financially and how to overcome the "Fear of Cost".

### Business Management That Works

1. A Comprehensive Course on how to set up and manage the major Systems of a Dental Practice.
2. Smooth operation, increased revenue, reduced stress. Make Dentistry fun again!!
3. Your practice can be made or broken by how your business systems function. Learn how to do this correctly and productively.

### Enlightened Leadership

1. Every person on the team is a Leader: of self; of teammates; of patients
2. Learn proven, practical skills of leadership that are the "bottom-line" of your success.
3. You cannot push a patient into saying "yes" to treatment. Nor would you want to. But you can lead patients into making good decisions that lead to health and restoration. And to increased case acceptance.



## JAMESON SPEAKS

# A Model of Success

### SYNOPSIS:

The success of your practice is in direct proportion to the success of your systems. For an outstanding practice, keeping all the systems streamlined and effective is critical to the bottom line of your success. Systems of communication and teambuilding; systems of scheduling, financing, and practice building; and systems for integrating patients into your practice and motivating them to proceed with necessary and desired treatment, thus increasing case acceptance. These are all critical factors in the business of dentistry and in your practice development. Join us for this power-packed presentation on the vital components for your model of success.

### LEARN:

- DISCOVER the foundation to success - Strategic Planning/Goal Accomplishment - and how to make this proven system work for you and your practice
- COMMUNICATE your way to success with skills that will increase your case acceptance to 90-95%
- OVERCOME the fear of cost in dentistry
- IMPLEMENT your practice management systems so you can execute a smooth running, profitable business
- PROVIDE stunning professionalism and charismatic service to your patients
- ORGANIZE your practice building efforts for maximum results
- COMBINE your advanced technological, clinical and management skills to take your practice to the next level

This course is recommended for ALL dental professionals.



## JAMESON SPEAKS

# Overcoming “I’ll Think About It”

### SYNOPSIS:

Tired of investing your time and energy into a treatment presentation only to have the patient say, “I’ll think about it.”? In today’s economy, money is the dental professional’s primary obstacle for a patient to move forward with recommended treatment. Have you found this to be true in your practice? Are you finding that no matter how great your dentistry is you just can’t seem to get your patients over the financial hurdle? If so, discover, develop and implement the techniques and skills needed to get patients to say YES to treatment. Each member of your team plays an important role in getting the patient to accept treatment they NEED and WANT! This course provides you and your team with the know-how to do just that.

### OBJECTIVES:

- LEARN the art of the New Patient Experience.
- SURROUND yourself with dental professional superstars! Learn how to create a culture in your practice that empowers, inspires and reflects true professionalism and well-managed systems.
- COMMUNICATION! Communication! Communication! Develop the skills necessary for effective listening and speaking.
- PRACTICE MAKES PERFECT! Learn techniques necessary for successful case presentation.
- WHAT ARE MY OPTIONS? Find out how to make financial arrangements and how to find financial options that work for your patients and your practice.
- FIRST IMPRESSIONS COUNT! How to create an ambiance inside your practice and throughout your community that reflects the quality of dentistry you wish to provide.

This course is intended for all dental professionals.



# JAMESON SPEAKS

## Star-Gazing:

BUILDING THE FIVE-STAR DENTAL TEAM

### SYNOPSIS:

A GREAT dental team is the most essential aspect of a successful practice. Without a strong team of “producing” individuals – a dental practice will never achieve its full potential.

Learn practical advice for setting and achieving goals, improving communication skills, understanding how to deal with conflicts and stresses, developing productive staff meetings and learning the effective techniques of team building. Hire, train, evaluate and reward your team in a proven, professional, business-effective manner. Your team- the power behind progress!!

### LEARN:

Five Stars:

- LEARN Goal-Setting Techniques and Goal Achievement Systems and how to set goals - TOGETHER.
- ELIMINATE team dysfunction by learning how to develop effective communication throughout the team and by creating a clear problem solving process.
- MAXIMIZE the talents of each team member and STIMULATE team development.
- MAKE the most of team meetings.
- DISCOVER how to hire correctly, train efficiently and develop a sense of co-ownership to inspire cohesiveness within the team.

This course is recommended for ALL dental professionals.

## Success Strategies for Your Dental Practice

### SYNOPSIS:

The success of your practice is in direct proportion to the success of your systems. Study the systems of scheduling, financing and practice building that help integrate patients into your practice and motivate them to proceed with necessary and desired treatment, thus increasing your case acceptance.

### LEARN:

- Implement your practice management systems so you can execute a smooth running, profitable business.
- Communicate your way to success with skills that will increase your case acceptance.
- Develop a strong dental team focused on results for your practice.

This course is recommended for ALL dental professionals.

Here are just a few of the organizations who have enjoyed Cathy's powerful programs for their meeting participants:

- American Dental Association Annual Session
- Chicago Midwinter Meeting
- Yankee Dental Congress
- Southwest Dental Congress
- Texas Dental Association Meeting
- Star of the North Meeting
- Pacific Northwest Dental Meeting
- Mid Continent Dental Meeting
- Oklahoma Dental Association Meeting
- Ontario Dental Association
- American Academy of Cosmetic Dentistry Annual Meeting
- American Academy of Pediatric Dentistry Annual Meeting
- American Association of Oral & Maxillofacial Surgeons Annual Meeting
- American Orthodontic Society Annual Meeting
- Big Apple Dental Meeting
- Oregon Dental Association Annual Meeting

Plus numerous dental society and study club meetings nationwide!



*I am grateful to have had this opportunity to meet Cathy and her team members whose knowledge is so valuable in helping me in every step of building my practice. From preparing to get my loan, to approve the best, most functional floor plan to learn how to address every day obstacles with your team members and patient. Cathy and your team members, thank you from the bottom of my heart.*

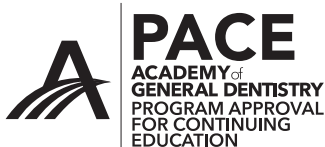
Dr. Maja Simic, Chicago, IL

*Creating a Healthy Work Environment has been a blessing to me both professionally and personally. I have read it several times, and I credit it to my growth as a leader. It has served as my personal blueprint on exceptional leadership. Truly an inspirational read. As a Jameson client, I can honestly say it is authentically Cathy!!*

Dr. Karthilde Appolon, New York, NY

*On behalf of the Onondaga County Dental Society, I wanted to express our appreciation to you for the seminar "Creating Your Model of Success". It was extremely informative, and the class size and participation illustrated the importance of this topic to our association. We appreciate you personally taking time to provide us with the timely information. Your delivery was so engaging that I lost all track of time. By any measure you are a very effective speaker and educator. I found your sense of humor enlightening! On behalf of the Onondaga Dental Society, thank you for a memorable presentation and hope you will visit us again.*

Vincent D. DiMento, DMDOCDS Program Chair



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