



# Nancy Zelno

## Speaker Packet

# Lively, Enlightening Presentations by Nancy Zelno

**Do you wonder if dentistry is walking out your door?**

**Hoping you have the right team in place and wondering if they are properly trained?**

**Are you ready to take charge and guide your practice through stormy seas?**

Nancy Zelno, author and leader in healthcare practice improvement, shares the strategies and systems to help your practice improve. Her long history of creating winning results for dental and medical teams stems from holding every position in a practice (aside from provider), which has given her a comprehensive understanding of the entire practice.



**Accounts Receivable:**  
Take Control  
or Be Controlled

This course offers instantly actionable ideas and tools, from solid financial practices to how to work old accounts and knowing when to use a collection agency.



**Healthcare Risk Management:**  
Gain the Protected, Profitable  
and Peaceful Practice

Designed for the doctor and management team, this course provides you with the tools you need to protect your practice and get you to where you can exhale.



Take Hold of Your Practice  
and Profits with the  
**Right Systems**

This workshop takes you deep into the systems and strategies that enable a high standard of care and practice profitability.

# Accounts Receivable: Take Control or Be Controlled

What is an acceptable amount for patients to owe your practice?  
How should you address outstanding accounts receivable (AR)?  
Do you ever wonder, “*What does my AR person even do?*”

The practice has bills to pay. And it's hard to pay those if you're struggling to collect what patients owe you. Taking control of accounts receivable is a cornerstone of a practice's success!

Designed for doctors and the entire team, this course offers instantly actionable ideas and tools, from solid financial practices to how to work old accounts and knowing when to use a collection agency. Get your cash out of the accounts receivable column and into your pocket.

## Start Collecting!

In this motivating presentation, Nancy Zelno, author and leader in collections and practice improvement, will demonstrate how to keep receivables down and monthly collections up! Learn how to evaluate current practices to identify gaps that are keeping the cashflow low, as well as how to implement immediate changes to improve your current system's effectiveness and boost collections.

***“Nancy taught us her Accounts Receivable system and we saw money coming in the first week! These were patients that had ignored all of our efforts but now paid their bills in full including the processing fee! Nancy took the time to show and explain each step. I will definitely continue to use this system and refer her to others! It is so nice to see our accounts receivable going down and not have to worry that it is getting done!” –S. Coganto***



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## Course Objectives

- Learn the basics of higher monthly collections
- Identify what to say and what not to say to ensure privacy is protected
- Define how to get results with:
  - Collecting money from patients
  - Increasing revenues
  - Developing an AR system that works
  - Increasing cashflow through your business
- Increase the cash in your pocket (*and not the collection agency's!*)

### **Suggested Audience:**

Doctors, Practice Administrators, Team Members

### **Suggested Format:**

Full or Partial Day, Workshop, Keynote



# Healthcare Risk Management: Gain the Protected, Profitable and Peaceful Practice

- Are you *worried* about what your staff doesn't know about liability, risk, and litigation?
- Are you *confident* in the accuracy, completeness and timeliness of progress notes?
- Have you ever billed the insurance company and *written off* the difference?

Doctors, team members and administrators can unwittingly leave the practice open to risk, lawsuits or even criminal charges. Some of these mistakes can even close a practice.

You can't ride the high tide of practice success until you know all the places where you may be vulnerable—and then put systems into place to manage and mitigate unnecessary (and potentially costly) risk. Tried and true systems are indispensable for risk management, and sticking to them can increase revenue and improve profitability. Designed for the doctor and management team, this course provides you with the tools you need to protect your practice and get you to where you can exhale.

## Get Protected Today to Thrive Tomorrow

In this enlightening and eye-opening presentation, Nancy Zelno, author and leader in risk management and practice improvement, will reveal the most common mistakes teams make. Don't expose yourself to lawsuits and financial risk. Learn what changes you can make, *starting tomorrow*, to build a prosperous, protected practice.



You don't know what you don't know, and it can hurt you!

## Course Objectives

- Learn the 12 areas of greatest risk for your practice
- Define areas in which your practice can improve and easily implement better systems
- Identify concrete ways to decrease your chances of being sued or audited
- Discover how to say, "I am sorry, we just can't do that" to patients—with gentle authority
- Improve your success rates at:
  - Collecting money from patients
  - Increasing practice revenues
  - Developing legal and successful referral systems
  - Increasing acceptance of treatment

### Suggested Audience:

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### Suggested Format:

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# Take Hold of Your Practice and Profits with the Right Systems

## Designing a Patient-Centered (*not Controlled*) Practice

**Want a team that's invested in the success of your practice?**

**Tired of working long, chaotic days with low productivity and take-home pay?**

**Are you ready to take charge and guide your practice through stormy seas?**

Patient-centered care is a business driver; it's what motivates people to move forward with treatment. To create patient centered systems that work for both the patient and the health of the practice, our existing systems must be evaluated.

**Take control of your practice and your destiny.**

Designed for doctors and their teams, this workshop takes you deep into the systems and strategies that enable a high standard of care and practice profitability. Learn scheduling strategies that increase production, tips for handling insurance companies and claims more effectively, and techniques for increasing A/R and collecting more consistently. Understand essential practice metrics and what they mean for your practice. Receive guidelines for hiring and maintaining the "right" team members. Elevate your interpersonal and patient communication skills.

Nancy Zelno, author and leader in practice improvement reveals the systems and strategies that can help you work smarter, relieve stress, allow you to exhale and step fully into practice success.

**Suggested Audience:** Doctors, Practice Administrators, Team Members

**Suggested Format:** Full or Partial Day, Workshop, Keynote



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### Course Objectives

- Recognize the production thieves in your practice
- Identify where control lies in your practice today and where it should rest in the future
- Understand the difference between "patient-centered" and "patient-controlled"
- Specify the five areas of control mistakes
- Describe how to improve the patient experience in your practice
- Elevate internal and external communication skills that attract the team and patients you desire
- Refine understanding of scheduling, accounts receivable, insurance, and human resource systems
- Relax, exhale, and step confidently into your new practice reality!

# Take the Learning Deeper with these Specific Areas of Focus:



## Social Media and Internet Marketing for Today's Practice

With ever-expanding digital resources at their fingertips, today's patients' have many ways to discover your practice. If you aren't actively involved with social media and digital marketing, you're leaving a valuable marketing channel—and maybe even your reputation—untouched. Learn how to improve your online presence and make social media work for you.

- Recognize what information patients look for on the internet and how to place it right up front
- Learn what costs are reasonable in regard to websites and SEO
- Discern the 5 areas where practices fall short of an optimum on line presence
- Understand the importance of claiming and verifying your practice on third-party digital reputation and information sites like Google+, Yelp, Angie's List, and Zocdoc



## Team Building and Internal Communication

Many practices get caught in the undertow of poor internal communications. Whether it be the doctor or the team, communication breakdowns can reduce productivity and increase.

- Understand why people hear and say what they do
- Learn how to stop reacting and handle issues rationally
- Gain a time-tested formula to improve results when confronting anyone in any situation

**Suggested Audience:** Doctors, Practice Administrators, Team Members

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## Case Presentation to 99% Closing Rate

Case acceptance requires a team commitment for illuminating the value in treatment, including improved patient health and self-esteem. Vital to the success of any practice, Nancy shares the strategies she's used to achieve a 99% case acceptance rate and the tools to help you create your practice paradise.

- Learn the only accurate way to track your closing percentage
- Gain the verbal skills and systems for closing cases at a higher rate
- Explore a fail-proof follow up system
- Discover the one question to ask your patients that can close ANY case



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**Do you wonder if production is walking out your door?  
Are you worried about federal regulations and the bureaucracy of being in dentistry?  
Hoping you have the right team in place and wondering if they are properly trained?**

Nancy Zelno, author and leader in healthcare practice improvement, shares the strategies and systems to help your practice improve. Her long history of creating winning results for healthcare teams stems from holding every position in a practice (aside from provider), which has given her a comprehensive understanding of the entire practice.

After 15 years in the dental and medical fields and eleven years in corporate settings such as Reader's Digest and IBM, Nancy set out to help numerous healthcare practices master success by helping them organize their practices, stressing the need to work smarter and not harder.

Since 2001, when she founded Dynamic Administrators, Nancy's unique approach to practice development has helped her clients to create effortless and fulfilling lives and to grow their practices using a "team-first" approach. She has brought her lively, enlightening presentations to consulting and meetings across the country.

Nancy was awarded the Manchester *Who's Who* Registry as a Platinum member in the "Honors Edition" for executives and professionals, providing a vast networking platform of more than 200,000 highly accomplished professional worldwide. In 2015, Nancy earned a B.S in Law from Post University.

*"I have attended a number of Nancy Zelno's workshops and have always been very impressed. Nancy was informative, entertaining and kept the entire group involved. Her interactive approach and calming personality held my attention. I left motivated to make the changes that needed to be made in the practice. Each time my group invites her to speak, I learn new information about the industry."* —Dr. Fred Faustini; North Salem Dental Care



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# Rave Reviews

## “Always Complete, Informed and Entertaining”

*“There have been many times that I have relied on Nancy Zelno to bring a presentation or workshop to my study group in New York. I find that she is always complete, informed and entertaining. Nancy is willing to answer any questions and do extra research for us. Attendees have been extremely interested in seeing what she is bringing in next. Each time I announce her appearance, I have a better attendance.”*

*Nancy is passionate about what she presents and is very interactive with the group. She is DYNAMIC like her company name, with a calming manner. She teaches her topic without overwhelming attendees. I highly recommend Nancy to any meeting planner that wants their group to be fulfilled and informed.”*

**—Dr. Perry Kest; President of the Phoenix Tri-State Study Club**

## “Her Storytelling was Exceptional and Kept Us All Interested”

*“My doctor signed me up for Nancy’s Office Manager training seminar and I wasn’t excited about attending. Boy, was I wrong. I loved it! She was informative and entertaining. Her storytelling was exceptional and kept us all interested. The interactive workshop enabled me to leave with more information than I had expected! I would definitely attend her workshops again in the future.”*

**—S. Cognato**



## Past Presentations

- 9<sup>th</sup> District Meeting of the Minds; Tarrytown, NY (multiple)
- AADOM West Hartford, CT (multiple)
- Bristol Study Club; Bristol, CT
- CareCredit Workshop for Dentists (multiple)
- Communicating to Win Workshop (multiple)
- Connecticut PMP Workshop (multiple)
- Connecticut Study Club for Excellence In Dentistry
- Dynamic Administrators Workshops (multiple)
- Dental Office Manager Training Course (multiple)
- Medicare Requirements Workshop (multiple)
- Sher Medical Solutions Workshop



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