

# Speaker Packet

William J. Moorhead, DMD

**The Streamlined Practice**  
William J. Moorhead, DMD





Systems and strategies for overcoming the challenging issues most practices face with absenteeism, turnover, lack of quick and adequate training, and high overhead.

Sometimes affectionately referred to as "Dr. Checklist," Dr. William J. Moorhead speaks across the United States on topics related to systems management, clinical efficiency, dental technology, medical emergencies, treating anxious patients and leadership.



**William J. Moorhead, DMD**  
Dr.M@FlemingsburgDentist.com  
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## ONE OF A KIND PRESENTATIONS:

### STREAMLINED SUCCESS:

*Increasing Efficiency and Your Bottom Line*



Whether it's increasing practice production, improving team culture, or enjoying more time away from the office that you seek, Dr. Moorhead's proven Streamlined Success method provides the systems, strategies and blueprint to drive your success to new levels.

### RELAX. THIS IS GOING TO BE EASY.

*Effectively Treating the Anxious Dental Patient*



In this course, gain a greater understanding of and techniques for treating the anxious dental patient. From the first phone call through the most challenging treatment plans, learn systems and strategies for assessing and managing dental fear.

### STREAMLINED EMERGENCIES:

*Preparing for, Managing and Preventing Medical Emergencies in the Dental Office*



Are you and your team prepared if a worse case medical situation occurred during your patient's dental procedure? Improve your understanding and skills to prepare for, manage and handle office emergencies as a dental team.

## STREAMLINED SUCCESS:

### *Increasing Efficiency and Your Bottom Line*



### Tired? Frustrated? Wondering if it's all worth it?

Whether it's increasing practice production, improving team culture, or enjoying more time away from the office that you seek, Dr. Moorhead's proven Streamlined Success method provides the systems, strategies and blueprint to drive your success to new levels.

Gain techniques to improve your treatment planning and case presentation skills from a clinical and patient-centered perspective. Refine your photography techniques to improve case acceptance. Learn how to help your patients understand and own their dental treatment needs, scale their treatment for affordability, and motivate them to proceed with treatment.

Discover systems and protocols that can revolutionize the dental practice and interaction with patients. Recognize the pros and cons of outsourcing tasks such as answering phones, processing insurance claims, managing recare systems, and handling all patient accounts.

Learn self-directed leadership skills that motivate the team to accomplish important goals and objectives. Identify competencies in yourself and others, understand motivations and behaviors, and cultivate a smoothly functioning team that can WOW patients and make production soar.

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Available in keynote format, which includes Dr. Moorhead's musical presentation.



### Harmonizing the Dental Team

In this keynote, Dr. Moorhead incorporates vocal and piano performance to draw parallels between the well-tuned orchestra and the well-tuned dental team. Attendees find the presentation to be both informative *and* entertaining.



# STREAMLINED SUCCESS:

## *Increasing Efficiency and Your Bottom Line*

CONTINUED



### Learning Objectives:

- ✓ Define and explore key business systems, including how to deal with and avoid system failure
- ✓ Discover a strategy for consistency in patient satisfaction and retention
- ✓ Identify Lean Six Sigma manufacturing principles that simplify complex procedures, room setups
- ✓ Explore productivity hacks for scheduling, treatment planning, organizing complex treatment
- ✓ Improve treatment planning and case presentation skills (including photography techniques)
- ✓ Examine effective patient and team communication skills
- ✓ Learn how to simplify the creation of standard operating procedures
- ✓ Discover how to choose the best outsourcing solutions, contract and due diligence essentials, and how quickly to transition
- ✓ Understand how to unite the team, motivate others, and turn conflict into cooperation
- ✓ Learn time management and discipline techniques to take your practice to the next level

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"We see a lot of presentations, but Dr. Moorhead is in a league of his own. His content is exceptional, his slides impactful, and the audience was spellbound. **If you are thinking about scheduling a speaker for your organization, you've got to contact Dr. Moorhead.**"

-Bob Chesney;  
Fountain Valley, CA



**SUGGESTED AUDIENCE:**  
Dentist and Team

**SUGGESTED FORMAT:**  
Full or Partial Day; Lecture,  
Workshop or Keynote



# **RELAX. THIS IS GOING TO BE EASY.**

## *Effectively Treating the Anxious Dental Patient*



### **Treating apprehensive patients can cause stress... for the patient, the team and the dentist.**

Many patients feel anxiety at the thought of visiting the dentist. With the proper skills and understanding, dental professionals can help move the apprehensive patient toward improved oral health, managing complex dental treatment, and delivering treatment in a safe, calm and efficient manner.

In this course, gain a greater understanding of and techniques for treating the anxious dental patient. From the first phone call through the most challenging treatment plans, learn systems and strategies for assessing and managing dental fear. Recognize the safeguards which must be in place to ensure safety and predictability. Discover steps to increase practice efficiency through streamlining, automating and delegating. Learn what your practice can do to cultivate a patient experience that is relaxed and comfortable.



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### **Learning Objectives:**

- ✓ Discover a framework for your exam process that increases case acceptance
- ✓ Examine strategies for eliminating the biggest time wasters in dental appointments
- ✓ Explore productivity hacks for scheduling, treatment planning, organizing complex treatment, and equipment/supplies that ease the process
- ✓ Illuminate efficiencies for your complex health histories and long medication lists
- ✓ Review techniques such as NuCalm, nitrous oxide, minimal and moderate sedation
- ✓ Pinpoint the steps to ensure consistency during clinical procedures with a relaxed experience for both team and patient

**SUGGESTED AUDIENCE:**  
Dentist and Team

**SUGGESTED FORMAT:**  
Partial Day; Lecture or Workshop

“

Very nice presentation and very well organized. Dr. Moorhead is a world class speaker!”

-Robert Merin, DDS



# STREAMLINED EMERGENCIES:

## *Preparing for, Managing and Preventing Medical Emergencies in the Dental Office*



**It's only a matter of time until YOUR patient experiences a medical emergency.**

Are you and your team prepared if a worse case medical situation occurred during your patient's dental procedure?

Improve your understanding and skills to prepare for, manage and handle office emergencies as a dental team. Explore a practical approach and appropriate action for a variety of health conditions, such as: syncope, hypo and hypertension, aspiration, allergic reactions, asthma, diabetic reactions, apnea/hypoxia/respiratory depression, hypoglycemia, seizures, strokes, and cardiac emergencies. Emphasis is placed on advanced preparation for the best possible outcome.



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### Learning Objectives:

- ✓ Discuss how to recognize, manage, and prevent potential medical emergencies
- ✓ Identify the dental procedures associated with elevated risks
- ✓ Discover the questions to ask which better identify patients' risk factors
- ✓ Understand ASA classifications and how they affect your treatment plan
- ✓ Explore a recipe for predictably responding, avoiding surprises, and handling medical emergencies
- ✓ Identify techniques for organizing your emergency drug kit for the fastest response
- ✓ Explore how discipline and The Checklist Manifesto will prepare you for the worst-case scenarios
- ✓ Ensure everyone on your team can instantly remember their role during a medical emergency
- ✓ Gain tools for conducting effective emergency drills periodically in your office

**SUGGESTED AUDIENCE:**  
Dentist and Team

**SUGGESTED FORMAT:**  
Partial Day; Lecture or Workshop



## William J. Moorhead DMD



**Would you like to substantially increase your practice production? Improve your lifestyle? Enjoy more time away from the practice?**

**William J. Moorhead DMD** has developed and teaches systems and strategies for overcoming the challenging issues most practices face with absenteeism, turnover, lack of quick and adequate training, and high overhead. Always looking for new and powerful solutions, Dr. Moorhead not only solves complex management issues in his practice but shares them with other dentists and their teams through his speaking and consulting programs.

Sometimes affectionately referred to as "Dr. Checklist," Dr. Moorhead speaks across the United States on topics related to systems management, clinical efficiency, dental technology, medical emergencies, treating anxious patients and leadership. He is also the founder and owner of StreamDent® software.

With decades of business and leadership experience, Dr. Moorhead will make a positive impact at your next meeting. He served as President of the Blue Grass Dental Society in Lexington, Kentucky, Chair of the Kentucky Dental Association Executive Board, and is a Past President of the Kentucky Dental Association. Dr. Moorhead earned Fellowships from the Dental Organization for Conscious Sedation, the Pierre Fauchard Academy, the International College of Dentists and the American College of Dentists. He is a member of the American Dental Society of Anesthesiology, American Dental Association, Kentucky Dental Association, and the Blue Grass Dental Society.

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## TESTIMONIALS:

"The first time I heard Dr. Moorhead speak was when he was asked to fill in for a last minute cancelled presentation. He was engaging, knowledgeable and held the attendees' attention even though he was not provided with the typical time to prepare for a presentation. As a Scientific Chair for the Kentucky Dental Association, he has spoken twice for me. I found him to be **engaging and well prepared with a mastery of the digital media** that was provided. The attendees came away with information that could be used the next week. His **speaking abilities and presentations are excellent**. I do not have any hesitation in recommending Dr. Moorhead for speaking engagements."

-Terry L. Norris, DMD; Kentucky Dental Association

"Dr. Moorhead is an **engaging and knowledgeable** speaker who relates with the audience in a dynamic way. I was fascinated with his use of props and humor to interact and connect with all of us. He is a skilled speaker and **will add amazing value to all dental meetings.**"

-Minal Sampat, RDH

"Dr. Moorhead's information was well organized, pertinent and presented in an easy-to-understand manner. We gained valuable insight on how we could all contribute to make our office stress-free. All team members can benefit from this presentation. Highly recommended. Dr. Moorhead's content is **excellent and well-delivered.**"

-David A. Schaefer, DMD, FAGD



**"Within the first ten minutes I knew Dr. Moorhead's class would help me sleep better at night. His thoughtful approach to systems and processes can help every clinal team improve their outcomes."** -Brian Novy, DDS

"Dr. Moorhead's lectures were well received and had great attendance. He is an **eloquent speaker** and shares his expertise in systems and organization in the dental practice. His years of experience and knowledge in delivering IV sedation made it more compelling and relatable to practicing dentists as he talks about the preparations and complications of treating anxious patients. **Highly recommended.**"

-Anette Masters, D.D.S.; San Fernando Valley Dental Society



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### PAST PRESENTATIONS (PARTIAL LISTING)

American Dental Association  
Florida National Dental Conference  
Kentucky Dental Association (*multiple*)  
Texas Dental Association  
Blue Grass Dental Society  
San Fernando Dental Society (*multiple*)  
University of Kentucky College of Dentistry  
Benco Dental National Webinar (*multiple*)  
Orapharma Speaker's Bureau