

## Laser Mastery Integration Optimization Program

A customized Laser Integration Optimization Program brought to you by Fortune Management, the largest and most comprehensive Practice Management & Coaching Organization in the United States.

Laser technology CAN BE transformative for the patient, the doctor, the team and the business. But since Laser dentistry technique is non-tactile and “different” (not harder!), initially this can result in the doctor not getting the desired feedback from the patient. Consequently, the doctor is not as clinically confident utilizing their Laser and dramatically decreasing usage and positive patient experiences. Subsequently, the Laser technology does not get fully integrated into the dental practice and all the amazing benefits of the Laser are not realized. Do NOT let this happen! Get customized clinical “Laser Pearls” that yield predictable clinical results and happy patients immediately. **All in your office with your patients.** Then get the entire team involved and learn how to leverage all the Laser benefits like workflow efficiencies, getting more patients, doing more procedures, and improving the patient experience. NOW is the time to transform your practice. This program will not only help the doctor get clinically confident and efficient with the laser, but also coach the entire team how to accelerate results for the practice.



*This fully customized program will allow you to:*

- Increase New Patients
- Get more predictable results with your laser
- Transform Patient Experience
- Become more clinically proficient with your laser
- Implement New Procedures – Revenue Boosters
- Provide Clear & Impactful Messaging
- Focus on Practice Growth
- Create a Plan & Monitor your Results

**NOW with an additional full day of CUSTOMIZED LIVE PATIENT Clinical Laser Coaching in your office.**

*This is Laser Integration in your practice as you envisioned it!*

## Four Customized Laser Mastery Sessions

### Two Full Day In-Office Coaching Sessions

#### Doctor Clinical Laser Training

- One-on-One Doctor Didact overview of clinical keys for optimal patient experience.
- Coach In-Vetro and Overview of Doctor technique, consequences of technique flaw and correction before live cases.
- Over the shoulder live case observation & discussion.
- Case Selection based on doctor's needs and customized to cases the doctor is currently struggling with, not doing, or wishes to do in the future.

#### Interactive Team Bootcamp

- Goals, Benchmarks/Metrics and Monitoring
- Practice Laser Vision Creation
- New Patients & Marketing
  - Effective Communication & Enrollment Optimization
  - 5 Areas of Marketing & Laser Plan Development
- New Services
  - Hygiene Department & Co-Discovery Process
  - Handling Objections
- Efficiency/Workflow
  - Same Day Services
  - Laser Scheduling to Goal

### Two 90 Minute Interactive Team Zoom Coaching Sessions

#### Program Launch

- Laser Capabilities Overview
- What A Laser Can Do For Our Practice
- Laser Optimization Plan
- Program Schedule & Expectations
- Metric Updates
- Practice Fee Schedule Report Review
- Top 10 Laser Codes

#### Program Summary

- Comprehensive Evaluation: Before & After Laser Mastery Program
- Design next 6 Month's Goals
- Growth Opportunities Assessment
- Comprehensive Practice Analysis
- Action Item Plan for Success



#### **Nick Clausen | Director, Laser Mastery**

Nick Clausen is an active Coach and Director of Laser Mastery for Fortune Management. Nick has 15 years of dental laser experience and is the founder and owner of Dental Laser Coaching which offers laser consultation services for dental practices. Nick has his Standard & Advanced Proficiency in Laser Dentistry from the ALD and is currently the Chair of The Manufacturing Council & on the Educational Committee. Nick has attended trainings and consulted for numerous organizations like; Biolase, Bioresearch/MLS, Convergent Dental, Deka, Fotona, Heartland, LVI, Quanta, THOR, Ultradent and led HOYA ConBio's North American dental Laser division. Nick has a BBA from Iowa State University, MBA from Creighton University, certifications in Project Management & eCommerce from Georgia Tech University and completed The Program on Negotiation from Harvard Law School.

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