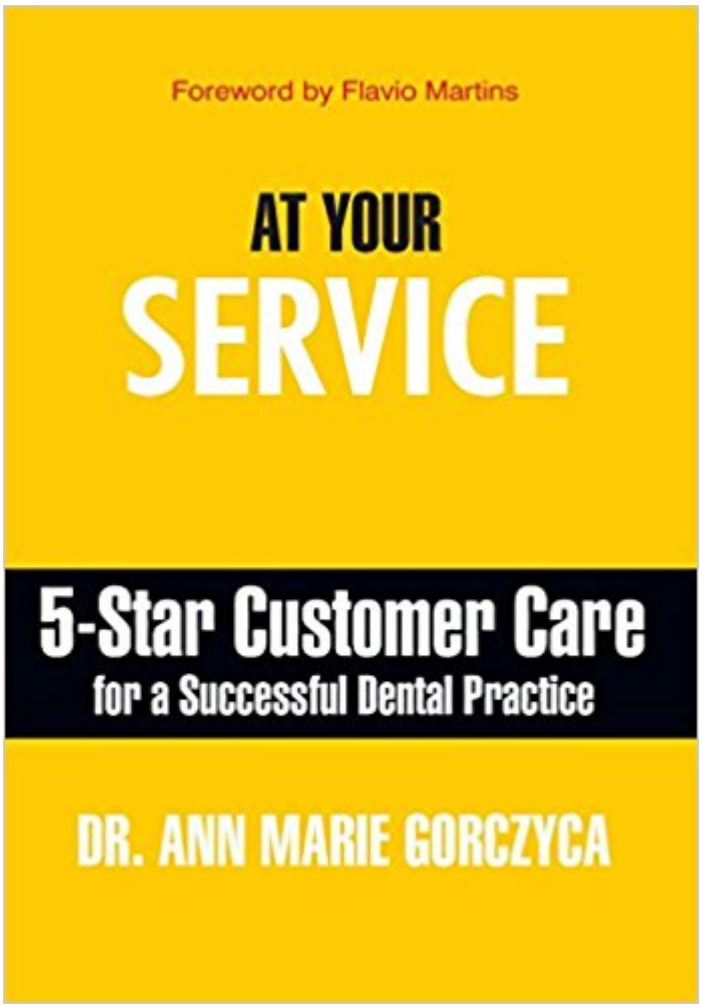
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At Your Service: 5-Star Customer Care For A Successful Dental Practice



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Synopsis

CULTURECustomers will never love your dental practice until your team members love it first. A winning culture starts with leadership and is expressed through vision, mission, actions, expression of core values, and teamwork. Through positive communication, create and preserve a unique culture focused on the customer. Differentiate your office from other dental practices by nurturing a culture of service.CAREFocus and dedicate time and attention to your customer service experience. Maximize your opportunity to create delighted, fulfilled, and happy patients. Through friendliness, appreciation, service, and surprises, optimize team engagement in providing outstanding patient care. Delivering amazing service consistently elevates your practice to a level of excellence.CLIMATEBy creating a climate of team empowerment, customer service management systems are implemented to eliminatemistakes, rework, breakdowns, inefficiencies, and unwanted variations in the delivery of patient care. By prioritizing your customer service areas of improvement, service consistency is created. Five-star customer service is more than a business strategy; it is a philosophy that touches the human spirit.

Book Information

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Customer Reviews

Dr. Ann Marie Gorczyca Gorczyca is a Clinical Adjunct Professor of Orthodontics at the Arthur A. Dugoni School of Dentistry, University of the Pacific, where she speaks on practice management topics including marketing, teamwork, treatment coordination, customer service, management systems, and human resource management. She has been a speaker at the 2011, 2012, 2014, 2015, 2016, and 2017 American Association of Orthodontists (AAO) Annual Sessions. In teaching

and private practice for over 27 years, Dr. Gorczyca is formerly a faculty member at UCSF School of Dentistry, she has received teaching awards from UCSF and the University of the Pacific Dental Schools. Dr. Gorczyca is a Diplomate of the American Board of Orthodontics and a member of the Angle Society of Orthodontists. She is in private practice in Antioch, California. This is her third book.

I have read all of Dr. Gorczyca's books and this is by far my favorite! WOW! So much great information that fills every page & you can implement her ideas in your practices tomorrow! It really does get the excitement flowing to take care of your patients on such a level, you will change your practice & I dare say you may just find your joy amplified for dentistry, your team, your patients, your gift! Great read for your office to use for team meetings/book club!

OUTSTANDING! Dr. Gorczyca's best book to date! She hits all the elements for providing excellent customer service and an outstanding customer experience! Relevant for ALL industries -- not just density! I MUST READ if you are servicing patients, clients, customers!!! -S

Just got it - just finished it. Super book based on what The Ritz Carlton chain already knows. I talk about all of the time in my Management lectures in that you MUST deliver exactly what Ann Marie talks about - and that is 5-Star Customer Care. Great stuff and a good read. Use it and employ it in your practice! But his book!

A must read for every dental practice!! Great information! Thank you Dr. Gorczyca!

Everything matters and in At Your Service: 5-Star Customer Care for a Successful Dental Practice Dr. Ann Marie Gorczyca draws it all together. The critical service areas in a dental practice are usually like helium balloons ready to fly off in a multitude of independent directions but in her book she ties them all together to show how you can lift your practice high above the average. This is a brilliant compilation and a very implementable system of best practices in the tradition of J. Conrad Levinson and Guerrilla Marketing, emphasizing the soft side of customer engagement done well. Highly recommended for any business because 5-Star Customer Care is what we all yearn to receive. I bought one for every member of my team.

Once again Ann Marie has done it! This is a "must read" for all dental professionals. The book

begins with "How to use" information. You will build a highly profitable dental office when you read and implement this information.

Ann Marie Gorczyca has really nailed it with this in depth hard hitting comprehensive analysis of what dental offices need to do to be truly World Class. A great read.

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