

Kelly Fox-Galvagni, RDA, IAFDEF Founder & CEO of Smile Potential Dental Practice Coaching

COURSE 1 - Packed Schedules, Flat Profits: Why Busy Isn't Working

Many dental practices are operating at full capacity while facing increased pressure from patients and payers, staffing challenges, and tighter margins. In this environment, activity is often mistaken for performance. While some practices feel stretched and stagnant, others continue to grow and perform consistently. The difference is not how busy they are, but how clearly their systems, leadership decisions, and priorities are aligned.

This course examines why busyness is an unreliable indicator of practice health and how operational inefficiencies, leadership habits, and decision-making patterns can create full schedules without meaningful productivity or profitability. Participants will explore how thriving practices are responding to a more selective economy by tightening systems, strengthening leadership clarity, and supporting patient decision-making rather than increasing volume or stress.

The course will also introduce three leadership-driven principles that help patients confidently move forward with ideal treatment in any economic climate. Through practical examples and discussion, attendees will gain a clearer framework for evaluating performance, improving productivity, and protecting both team capacity and patient experience.

LEARNING OBJECTIVES

Upon completion of this course, participants will be able to:

1. Distinguish between busyness, productivity, and profitability in dental practice operations
2. Identify operational and leadership behaviors that create activity without corresponding production or profit
3. Assess how scheduling, workflow, and owner decision-making influence productive performance
4. Recognize the characteristics of practices that are thriving in a more selective economic environment
5. Apply leadership-driven principles that support patient clarity and acceptance of ideal treatment without increasing hours or perceived busyness

Format: Lecture with facilitated instruction, real-world practice examples, and applied leadership concepts

Course Duration: 2 Hours

Intended Audience: Dentists, practice owners, associates, office managers, Admin, Dental Assistants, RDHs, dental spouses and dental team leaders

AGD Subject Code: 550 – Practice Management

COURSE 2 - The Truth About Building a Team That Lasts

Many dental practices are working harder than ever to attract and keep good team members, yet turnover, inconsistency, and team fatigue remain common. Despite competitive compensation and benefits, building a stable, dependable team often feels more difficult than it should.

This course takes a practical look at why building a team that lasts has become such a challenge and why common fixes often fall short. Participants will explore how clarity around roles, expectations, onboarding, and daily decision-making shapes both attraction and long-term retention. Rather than focusing on incentives or constant replacement, the course highlights what consistently performing practices do to create teams that fit, perform, and stay.

Attendees will also learn three practical, operational principles that improve hiring outcomes, strengthen onboarding, and reduce unnecessary turnover. The focus is on building consistency and reliability without adding micromanagement, complexity, or burnout.

LEARNING OBJECTIVES

Upon completion of this course, participants will be able to:

1. Identify the most common reasons dental teams struggle with consistency and longevity
2. Distinguish between external hiring challenges and internal operational factors that influence retention
3. Evaluate how onboarding, role clarity, and expectations affect performance and engagement
4. Recognize how daily decisions and systems influence team stability over time
5. Apply practical principles to attract, onboard, and retain team members who fit and stay

Format: Lecture with facilitated instruction, real-world practice examples

Course Duration: 2 Hours

Intended Audience: Dentists, practice owners, associates, office managers, and dental team leaders

AGD Subject Code: 550 – Practice Management



coaching@smilepotential.com



www.smilepotential.com



516-599-0214

