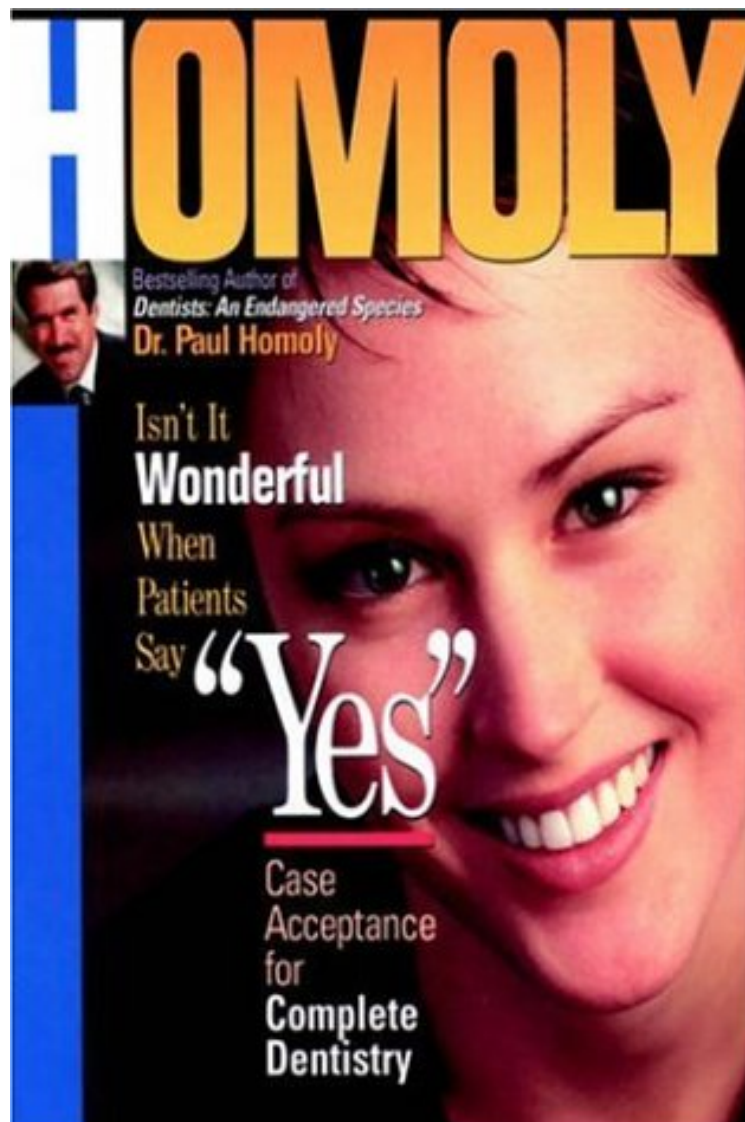


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Isn't It Wonderful When Patients Say "Yes": Case Acceptance for Complete Dentistry

Dr. Paul Homoly

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Romriell have actively searched for more than 20 years for the information Dr. Homoly shared in the first few pages of his book. As I read further into his book my understanding of things I was in need of came springing forth with complete clarity. Thank you Dr. Homoly From Dr. Dwight Romriell The TMJ Sleep Center - Idaho8 of 8 people found the following review helpful. Homoly understands "selling" dentistryBy David A. Hall"Selling" in a dental environment is different from just selling. People buy dentistry because they trust the dentist. Paul Homoly understands this psychology of "selling" people the dental treatment they need. In addition, he's a master teacher who knows how to drive his points home. From having tested in my own dental practice the principles he teaches, I enthusiastically recommend his book.

Isn't It Wonderful When Patients Say "Yes" is for dental office teams who want better case acceptance for complete dentistry - cosmetic, implant, and restorative dentistry. Case acceptance for complete dentistry is the heart of successful practices. Without it, nothing happens; with it everything is possible. It's the fuel and you're the fire. This learning system lights your fire. Isn't It Wonderful When Patients Say "Yes" - Case acceptance for complete dentistry focuses on five main themes: LEARN what successful people do to be interesting, memorable, and persuasive. UNDERSTAND why traditional forms of case acceptance are unpredictable with high-fee complete care patients. CREATE a new patient process that's easy to implement and good for the patient. ESCAPE the negative influence and limitations of dental insurance and managed care. ELIMINATE stress when quoting high fees.