



JAMESON

SPEAKS



MANAGEMENT • MARKETING • LEADERSHIP • HYGIENE

877.369.5558 • info@jmsn.com • www.jmsn.com



JAMESON SPEAKS

CARRIE WEBBER

PRESIDENT & OWNER

✉ cwebber@jmsn.com

Carrie Webber is owner of The Jameson Group, a dental management coaching & marketing firm that works with dental practices nationwide to help dentists and teams become more productive, more profitable and ultimately more fulfilled in their practicing lives. Carrie is a contributing author to several publications and blogs on the topics of dental management, leadership, marketing, customer service and business development as well as a popular speaker at dental meetings nationwide. She is a member of the Speaking Consulting Network and was named a leader in CE by Dentistry Today the last five years. For more information on Webber and her company, The Jameson Group, visit www.jmsn.com.



Carrie Webber is a tremendous crowd favorite at our annual symposium. Her high energy style, combined with her intimate knowledge of the dynamics of the dental office, provide both doctors and staff with a renewed understanding of the team dynamics needed to create an outstanding dental practice.

Neil I. Park, DMD, Vice President of Clinical Affairs, Glidewell Laboratories

Working with Carrie, Patty and Amy was a fantastic experience! They are true professionals and their presentation style is warm, engaging, humorous and impactful. The Jameson practice management and marketing lectures were among the highlights of our annual meeting and you will not be disappointed!

Angela Westhoff, Executive Director, Maine Dental Association

To learn more about Jameson speakers and courses, visit www.jmsn.com or call 877.369.5558.

9636 N. May Ave., Ste. 279, Oklahoma City, OK 73120

877.369.5558

@carriewebberspeaks

@carriewebberspeaks

cwebber@jmsn.com

www.jmsn.com

9636 N. May Ave., Ste. 279, OKC, OK 73120

Carrie Webber

President & Owner



About Me

Carrie Webber is Chief Communications Officer and co-owner of Jameson, a dental management, marketing and hygiene coaching firms that helps dentists and teams become more productive, more profitable and ultimately more fulfilled in their practicing lives. Carrie creates customer service and business development opportunities as well as internal and external marketing initiatives and social media strategies to effectively communicate the Jameson message to the dental profession. Webber is a contributing author to several publications and blogs on the topics of marketing, customer service and business development as well as a popular speaker at dental meetings nationwide. She was named a Leader in CE by Dentistry Today the last five years.

Education

Bachelor of Arts, Journalism & Broadcasting, Oklahoma State University, 1995-1999

- Emphasis in Public Relations

Professional Experience

- Co-owner of Jameson Management, Inc. an international management, marketing and hygiene coaching company, 2013-present.
- Marketing Director, Jameson Management, Inc., 2004-2013
- Lead Singer, Hurricane Jane, 2000-2004
- Corporate Relations, CityMeals, 1998-2000

Professional Affiliations and Organizations

- Member, Speaking Consulting Network

Publications

- Compendium of Continuing Education in Dentistry Magazine, Volume 44, Issue 4, April 2023, "Business Foundations On Which to Boost Practice Momentum"
- Compendium of Continuing Education in Dentistry Magazine, Volume 43, Issue 8, September 2022, "Keys to Patient Retention, a Necessity for Practice Growth"
- Compendium of Continuing Education in Dentistry Magazine, Volume 42, Issue 5, May 2021, "Three Essentials to Maximize Case Presentation"
- Oral Health Magazine, September 2022, "Three Pivotal Business Systems for Hygienists to Embrace"
- Oral Health Magazine, March 2022, "The Hygienist's Role in Permission Based Treatment Presentation"
- Chairside Magazine, Volume 14, Issue 1, "Overcoming Objections Through Permission Based Case Presentation"
- Dentrix Magazine, Fall 2017 Issue, "How to ROCK Your Practice Marketing on a Budget"
- Hu Friedy E Book Contributor, Fall 2018
- The Progressive Dentist Magazine
- Chairside Magazine, Volume 13, Issue 1, "Making Technology a Principal Player in Your Practice"
- Chairside Magazine, Volume 12, Issue 1, "The Team Approach to Case Acceptance"
- Chairside Magazine, Volume 12, Issue 3, "Patient Communication: What Your Patients are Telling You When They Say Nothing at All"
- Dentistry IQ, November 16, 2017, "Do You Have a Clear Vision For Your Practice?"
- Dental Entrepreneur Woman, August 2017 Issue, "So Busy Being Busy"
- Chairside Magazine, Volume 14, Issue 1, "Overcoming Objections Through Permission-Based Case Presentation"
- Chairside Magazine, Volume 14, Issue 2, "Maximize Communication Tools to Keep Your Patients Coming Back"

Organizations Featuring Carrie Webber Seminars & Programs

- Michigan Dental Association
- Oregon Dental Association
- Connecticut Dental Association
- NDA/HDA/SAID Leadership Conference, Chicago, IL
- Yankee Dental Congress
- Mid-Continent Dental Society Meeting
- Smiles at Sea Event
- American Orthodontic Society Annual Meeting
- AADOM Annual Conference
- Maine Dental Meeting
- Iowa Dental Meeting
- Nebraska Dental Meeting
- Hinman Dental Meeting
- Greater New York Dental Meeting
- Glidewell Laboratories Symposium
- Texas Dental Association Annual Meeting
- Glidewell Laboratories Spring Symposium
- Jackson District Dental Society
- Glidewell Laboratories Symposium
- Henry Schein Seminar, Connecticut
- Illinois Dental Society Young Dentist Meeting, Chicago, IL
- AADOM Northern California Chapter Meeting
- Henry Schein Chico, CA Seminar
- Wisconsin Dental Association Meeting
- Oklahoma Indian Health Services Dental Development Meeting
- AADOM Annual Meeting



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The High-Performing Team's Playbook

SYNOPSIS:

- Have you ever asked:
- How do I get my team more involved and interested in improving the practice?
- How do I motivate my team?
- How can we improve our telephone skills?
- How can we be better at patient retention and case acceptance?

In this powerful seminar, identify areas you need to look into in your own practice, conversations that count and ways to help improve communication skills and team engagement in the patient process and in overall practice growth!

OBJECTIVES:

- Begin building a team-focused work culture
- Overcoming conflict and personality differences
- Understand the power of positive reinforcement

The Leader Within

SYNOPSIS:

Each of us is a leader. As Cathy Jameson says, "you are a leader of yourself, of your teammates and a leader of your patients" whatever your role in the practice may be. Explore the key strategies and resources you need to enhance your leadership skills and implement them consistently in your daily life. By tapping into your individual power, you unleash potential and growth for yourself and your practice.

LEARN:

- Find common ground through mission and purpose
- Identify each others strengths and build upon them
- Learn to lead from where you are today



JAMESON
SPEAKS

Level Up!

FORWARD FOCUS TO MOVE YOUR PRACTICE OFF CENTER

SYNOPSIS:

Do you ever feel stuck? Find yourself working intensely to increase your practice performance yet not sure how to attain a measurable result? Explore three key areas during this high energy, high impact presentation to help you determine what systems you can focus on NOW and reap significant returns for your FUTURE.

LEARN:

- UNDERSTAND the importance of leading from within your practice to make a difference for your patients, your team and yourself.
- DETERMINE measurable accountability factors for the entire team so together, you can achieve your practice goals.
- DEVELOP strategies to revive your team and increase engagement levels for higher productivity of individuals and the practice overall.

Magnetic Marketing

HOW TO ATTRACT THE RIGHT PATIENTS FOR YOUR PRACTICE

SYNOPSIS:

The key to learning and to action is repetition. Do you have this approach in your current marketing plan? This power packed course teaches you how to market in a way that maximizes your message in multiple ways. You'll learn key strategies on how to successfully market in a highly competitive marketplace that is trying to earn the coveted consumers' discretionary dollar.

COURSE TOPICS:

- Learn how to develop your personal Rule of 7 marketing plan.
- Brainstorm through various marketing platforms that can engage potential patients and support your brand.
- Discover the advantages of building your practice's Marketing Matrix.
- Bring home the secrets to streamlining your marketing efforts for greater success and less stress!

Suggested Speaking Time: 3 hours



Overcoming “I’ll Think About It”

SYNOPSIS:

Tired of investing your time and energy into a treatment presentation only to have the patient say, “I’ll think about it.”? In today’s economy, money is the dental professional’s primary obstacle for a patient to move forward with recommended treatment. Have you found this to be true in your practice? Are you finding that no matter how great your dentistry is you just can’t seem to get your patients over the financial hurdle? If so, discover, develop and implement the techniques and skills needed to get patients to say YES to treatment. Each member of your team plays an important role in getting the patient to accept treatment they NEED and WANT! This course provides you and your team with the know-how to do just that.

LEARN:

- LEARN the art of the New Patient Experience.
- SURROUND yourself with dental professional superstars! Learn how to create a culture in your practice that empowers, inspires and reflects true professionalism and well-managed systems.
- COMMUNICATION! Communication! Communication! Develop the skills necessary for effective listening and speaking.
- PRACTICE MAKES PERFECT! Learn techniques necessary for successful case presentation.
- WHAT ARE MY OPTIONS? Find out how to make financial arrangements and how to find financial options that work for your patients and your practice.
- FIRST IMPRESSIONS COUNT! How to create an ambiance inside your practice and throughout your community that reflects the quality of dentistry you wish to provide.

This course is intended for all dental professionals.



JAMESON SPEAKS

7 Case Presentation Stumbling Blocks & How to Overcome Them

SYNOPSIS:

Based upon Jameson advisors' experiences in dental practices nationwide, join Jameson's owner, Carrie Webber, as she discusses seven of the most common stumbling blocks dentists and teams struggle with when it comes to case presentation. Learn ways to overcome those obstacles for improved case acceptance, streamlined communication and an enhanced patient experience. Case presentation is a system that takes continuous refinement - let the Jameson team give you implementable instruction in this BRAND NEW course to help you make a positive difference in your case acceptance numbers today!

OBJECTIVES:

At the conclusion of this course, participants will be able to:

- COMMUNICATE with confidence the importance of recommended treatment
- IDENTIFY the verbal and non-verbal cues from patients and how to address those
- UNDERSTAND the four pillars of case acceptance and the keys to implementing them
- ESTABLISH patient relationships of trust and value through excellent listening skills

TAKE AIM!

CREATING YOUR PATH TO PRACTICE
EXCELLENCE

SYNOPSIS:

"I know we could be doing better but I don't know where to begin."

"We are a good practice, but I know that our systems could be better."

"I have a great team willing to do anything, but lack of systems is causing chaos in our day-to-day."

Sound familiar? If you are looking for a way to hone in on where your top opportunities for growth and refinement are in your practice, let's spend time taking a magnifying glass to where you are now and set our sights on where you want to go in the future.

LEARN:

- In this business-focused seminar, take a magnifying glass to what Jameson considers integral systems of your practice, what questions you need to ask yourself, rate your practice systems and determine what benchmarks to set and what goals to hit to get you to the next level.
- Take time to ask the right questions as practice leaders on what the ultimate purpose and vision is for the practice and learn how to effectively and consistently integrate that into your everyday practice building efforts.
- Identify the tools you have - or the tools you need To get off of the plateau you find yourself on and learn how to turn it up a notch and maximize the resources you already have at your fingertips.



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Move the Needle:

SMALL CHANGES THAT MAKE SIGNIFICANT IMPACT

SYNOPSIS:

It's easy to become overwhelmed by the magnitude of change. Even in the midst of massive changing tides, it remains true that even the smallest change can make a huge impact. What areas of your work could benefit from a slight alteration? Where could you make an adjustment in your workflow that could improve your daily operations? By identifying systems that are ready to be elevated, you open up the doors of progress to experience the growth and development you and your practice have been seeking.

Join us for this energetic and educational session that includes real life application of the strategies you need to move the needle in a powerful way.

COURSE TOPICS:

- Understand how your mindset and attitude influence the level of progress you experience
- Discuss the importance of consistent and clear communication, individually and as a team, when addressing change
- Identify opportunities for change in your life and create a plan of action by utilizing a powerful goal accomplishment process

Plagued By Cancellations and No Shows?

THREE REMEDIES TO KEEP YOUR PRACTICE THRIVING

SYNOPSIS:

Are you finding it more and more difficult to keep your schedule full? Ever ask yourself "why isn't my practice growing?" In this informative webinar, learn ways to stop the 'holes' in your practice and learn strategies to retain, grow and ultimately thrive!

LEARN:

- Review key causes of broken appointments and no shows in your practice.
- Learn steps to take to streamline your patient communications and scheduling processes to build value and commitment for the sake of your schedule.
- Practice strong verbal skills that your team
- can embrace to take a total team approach to strengthening your practice schedule in the year to come.



JAMESON SPEAKS

Built to Last - How To Implement Lasting Change for Positive Progress

SYNOPSIS:

Are you ready to take the next step in your practicing journey yet the fear of making necessary changes causes you stress? Don't let the fear of change in yourself and your practice stifle your continued growth. Whether it is an investment in new technology, learning new procedures to add to your treatment mix or a shift in your practice vision, change can bring the growth and opportunity you've been seeking if you have a strategy in place to make it happen.

In this course, learn the team approach and key areas of focus for successful integration to any change you may consider.

IN THIS COURSE, PARTICIPANTS WILL:

- LEARN the three C's for effective integration of change into the practice.
- UNDERSTAND the important role each member of the team plays in facilitating effective change. everyone makes a difference.
- STUDY sound communication solutions that will help build value among patients for changes you may make.

Forward Focused Practice:

TOOLS FOR YOUR FUTURE GROWTH

SYNOPSIS:

Join Jameson President and Owner, Carrie Webber, as she shares pivotal points of focus for the continued growth and success of your practice - from refining systems and services to focusing on top internal and external efforts for optimal impact, Carrie will dive into tangible applications that you can take back to your practice ASAP to implement for results.

OBJECTIVES:

- INDIVIDUALLY - Explore where you can strengthen your LEADERSHIP & COMMUNICATION SKILLS in order to lead your team to an elevated level of engagement and execution within your practice culture.
- INTERNALLY - Identify & implement a HIGH-PERFORMING TEAM approach to bring into your practices for your continued growth through maximizing the TOOLS in your practice and executing the "CONTINUOUS DEVELOPMENT" approach to practice operations.
- EXTERNALLY - Rate & refine your practice SYSTEMS & PROCESSES to identify how you can strengthen the 4 PILLARS OF A HEALTHY PATIENT-PRACTICE PARTNERSHIP that helps patients come to you, say yes to treatment and stay loyal to your practice.



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Conversations that Count

SYNOPSIS:

Ever feel stuck in the development of your leadership skills? Not sure where to go or how to grow?

Want to become more productive, more profitable and ultimately more fulfilled in your practice and looking for guidance on how to get there?

To positively develop both personally and professionally, leaders and team members alike can take steps to a healthier, happier workplace. By incorporating effective communication into your day-to-day life you will experience a shift in your both your mindset and your outcomes. In the course you will learn how to lead and communicate effectively from wherever you are in your professional career and how to build a powerful team, meeting goal after goal, through incorporating business acumen and communication skills for your practice and professional success.

THIS COURSE WILL INTRODUCE TO YOU:

- Steps to lead your team and elevate practice performance
- How to listen your way through healthy conversations
- Proven ways to grow both personally and professionally as a team
- Developing Meetings that matter
- Core steps for effective goal setting and accomplishment

Marketing Mash-Up

THE INTERNAL & EXTERNAL MARKETING WINNING COLLABORATION FOR GROWTH

SYNOPSIS:

Whether you are just starting your practice or have been practicing for 20 years, we all want a recipe for success that will bring more of the right patients to our practices! In this course, identify three internal marketing rockstars and three external marketing rockstars that, when combined together, make for a magnetic marketing collaboration to effectively grow your practice one ideal patient at a time.

OBJECTIVES:

- Identify three key areas internally where your practice should focus for grassroots practice growth and how to implement a successful approach today.
- Determine a plan to maximize these systems and verbal skills consistently to create more “Raving Fan” patients advocating for you.
- Assess your external marketing channels to determine how effectively you are “getting the word out” to the right patients for you.
- Learn about trends in the digital marketing landscape and social media and how to execute a strategy for best results.



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Five Energy & Productivity Vampires in Your Practice and How to Overcome Them

SYNOPSIS:

Join Carrie as she shares five of the most common productivity and energy obstacles that face dental practices nationwide. Carrie will guide you through ways to begin effectively overcoming these 'vampires' today! From case presentation systems to time management procedures, Carrie will cover some of the most frequent gaps in practices that cause pain and frustration. She will also provide clear direction for a brighter future.

LEARN:

At the conclusion of this course, participants will be able to:

- DISCOVER their personal 'vampires' and the skills to combat them effectively
- ESTABLISH a system of time management to maximize both time and talent
- DEVELOP the systems and strategies needed in the practice to increase productivity and profitability

Influence: Wielding the Power of Leadership for Good in Your Work

SYNOPSIS:

Each individual in business has the power to bring positive or negative influence into their work and among the people they lead. How we wield this great responsibility of leadership can be the catalyst for the direction you move in the future. In this course, Carrie Webber will introduce and guide you through conversations that include:

COURSE TOPICS:

- Consider what an influencer in leadership is and how to establish yourself in this role, no matter what your title and position is.
- The power of relationship building and execution of work through excellent communication skills and your ability to motivate your team, clients or audience.
- How to set a vision for your organization or team and how to clearly and consistently cast that vision to empower, build and encourage champions on your team to help you lead from within and move toward your vision.
- How to effectively set goals and action plans for the pursuit of your vision.
- How to stay centered on core values, purpose and mission to create a healthy environment for continued growth and organizational success.



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Ready to Launch:

PRACTICE & GROWTH STRATEGIES FOR
NEW DENTISTS

SYNOPSIS:

Abraham Lincoln said, "The best way to predict your future is to create it."

What are you doing right now, at the very beginning of your dental career, to ensure success in your practicing life? Join Jameson's owner and Chief Communications Officer, Carrie Webber, as she introduces business acumen that are key components for dental business leaders, owners and practitioners to successfully fulfill their ideal practicing vision.

PARTICIPANTS WILL LEARN:

- The why and how behind establishing & communicating your purpose and vision for your practice and career.
- Critical factors that tell you where you are and what needs to be worked on in your business.
- The leadership skills necessary to execute excellence in both leading processes and people.
- Key management & marketing systems to streamline now for continued growth and less stress in the future.

Increasing Patient Confidence:

HOW TO EDUCATE, MOTIVATE & ACTIVATE
PATIENTS FOR CASE ACCEPTANCE &
RETENTION

SYNOPSIS:

As dentistry and its tools and resources continue to evolve, there is a combination of newfound tools and foundational approaches to the patient experience that will level up treatment understanding and acceptance with your patients. Join Carrie Webber, owner of The Jameson Group, as she shares with you groundbreaking and long-running applications for your practice to successfully introduce treatment to patients that will result in increased and consistent treatment acceptance.

OBJECTIVES:

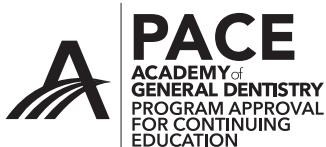
- Learn a total team approach to presenting and supporting recommended treatment.
- Explore game-changing tools and resources that help improve patient trust, understanding and retention of treatment.
- Develop a process and a plan of action to help you obtain a consistent success strategy for patient engagement and retention.
- Discover skills that will ultimately help more patients say YES to treatment they want or need!



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Want to learn more about having Carrie at your next meeting?

Email info@jmsn.com or call 877.369.5558 to learn how to make your next meeting fun and informative for your attendees!



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