



SPECTRUM KILLIAN

DENTAL LAB ALLIANCE

Increasing Your Practice's Profitability by Providing an Exceptional Patient Experience.

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A facilitated webinar presented by:

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Increasing Your Practice's Profitability by Providing an Exceptional Patient Experience.

Program overview:

This interactive and facilitated workshop focuses on leadership development and how dental practice owners aim to improve key aspects of three main objectives:

- 1) Improving the quality of the patient's experience throughout your practice.
- 2) Increasing profitability by uncovering roadblocks to growth and identifying key areas of improvement.
- 3) Improving your leadership skills to drive your team to success.

Our core mission is to refine and establish the overall goals of your practice, discover methods to best align your team to support those goals, and identify effective means of how the team translates those initiatives into the patient's experience throughout their treatment visit. When these three aspects are all coordinated, we aim to see higher staff and patient satisfaction and ultimately higher profits for your business.

Through a series of intentional and thought-provoking exercises, navigate up to 6 key activities to discover strategies and solutions that are best for you, your team, and your patients. You will assess and identify methods that could have a direct impact on the quality of the patient's experience within your practice, which can ultimately lead to higher profits. These activities include increasing your leadership capabilities, analyzing your staff's performance and identifying improvements, threading your vision and goals into the fabric of the patient's journey, and building accountability to ensure success. Participants will gain relevant tools and initiatives ready to apply along with this workbook that includes customized solutions and ideas; come ready to actively participate and leave energized and organized!

Learning objectives:

- Gain insights into how to improve the quality of the patient's interaction throughout your practice within key moments of their visit. Key interactions include treatment, administration, and flow throughout your office.
- Discover what may be preventing growth within your practice. Areas of consideration include staff interaction, approach to treatment, leadership influence, and overall goals of the practice.
- Identify key opportunities for increasing profits within the practice. Areas of opportunity can include vision alignment throughout your team, employee engagement, being an effective leader to drive accountability, and better serving the patient.

Key takeaways:

- Construct and uphold the mission, vision, and core values for your practice.
- Establish what makes your practice unique and how to measure success.
- Better alignment between your staff and the goals of your practice and improve employee engagement.
- Create methods on how to better improve a patient's experience within your practice.
- Overcome challenges and roadblocks that may be preventing your practice from growing.
- Improve your leadership skills and abilities to manage your staff to drive the practice to success.
- Identify both the specific initiatives and solutions needed to accomplish your priorities to improve your practice's performance.

Target outcomes:

- An increase in patient satisfaction.
- An increase in case acceptance and conversion to treatment.
- Better quality of patient care.
- Higher patient volume, referrals, and return patients.
- Higher staff engagement.
- Less stress and complications within the practice.
- Higher ability to meet or exceed the practice's goals.
- Increased profits and better margins.
- Higher staff morale and positive culture.

Format: 45-minute facilitated learning webinar. Participants will be provided with learning materials in digital format.

Main activities:

- **Practice Leader's Blueprint:** Refining the mission, vision, and core goals for the practice.
- **Key Employee Analysis & Improving the Patient's Experience:** Aligning the staff to the practice's goals and how to translate them to the patient's journey.
- **Strengths & Weaknesses Analysis:** Outlining strategies needed to make the improvements.
- **Reflection & Planning:** Build accountability and a plan to ensure success.

1. The Practice Leader's Blueprint

Objective: Take time to reflect on the following questions about your practice and your future goals. Feel free to focus on the areas that you need most development in. For help in driving accountability, consider the action-based questions below to uncover blind spots that may be overlooked.

What is your vision for your practice?

Vision:

What is the mission you want to accomplish?

Mission:

What nonnegotiable values define how you want your practice to operate?

Values:

What is your practice's edge?

Edge:

What are your performance metrics to keep an eye on?

Metrics to measure performance:

Prompting and supportive questions that help build accountability:

- How can you start to apply these initiatives?
- What resources do you need to implement these initiatives?
- What do you need to prepare for to start and uphold these initiatives?
- Who can support you and provide guidance?
- What specific questions do you need answered to accomplish the above priorities?
- How specifically could you execute these initiatives?
- What do you need to put in place to be successful?
- What would your plan look like?
- What is your time frame and how can you work backwards to this week?

2. Key Employee Analysis

Objective: List your key staff members who have direct interaction with the patient. Analyze their performance on specific aspects of their actions that can be improved, as well as new aspects to incorporate that could have a direct influence on your goals for your practice.

Core Team Member	What they are doing well	What you need them to do differently	How can they better impact the patient experience?	What else do you want them to implement?	Resources needed	Strategy to engage new expectations

3. Improving the Patient's Experiences

Objective: List out every major experience or phase of the patient's journey throughout your practice and their visit. Identify what systems you have in place, what your team is doing well, and what can be improved. Then list the strategy for improvement.

Key patient experience	What is working well	What needs to be improved	Behaviors to stop	Behaviors to start	Strategy for improvement	Resources needed

4. Strengths Analysis & Assessment

Objective: Using the content and reflections from the previous activities, assess the current standing of your practice and identify strategies for improvement with the following questions:

What are the Strengths of your practice:

What are your practice's Weaknesses:

What are the main Opportunities for you and your practice:

What are the Threats that you and your practice face:

Ideas to build upon your strengths and/or to improve your weaknesses, and how to support your goals:

5. Reflection & Planning

Which are the top 3-5 initiatives that you need to drive for your practice to keep and improve its edge, achieve its performance metrics, and continue to grow?

What are your practice's top 3 priorities to better serve your patients?

What are up to 3 things you must do to succeed in your role as the practice's leader?

6. Optional Action Plan

Key milestones:	Requirements for success:	Action steps:	By who:	By when:	How to track progress:	How can you communicate progress:

Thomas Passalacqua started his career as a founding teacher creating curriculums, establishing building-wide programs, and even starting new schools which allowed him to refine the learning process and improve on increasing engagement for a variety of learners and audiences. Transitioning into direct sales for a leading dental manufacturing company, Thomas achieved President's Club for exceeding many sales goals and started to train and mentor other sales professionals. It was in this role where the foundation of his training programs was created and refined; all which are relevant and effective strategies that have been applied and honed. Currently, Thomas is a director of business development, helping to grow a multi-million-dollar healthcare management company through mergers & acquisitions. Being dynamic and agile within an ever-changing market builds unique skills and abilities that he is excited to share and implement within his programs. Thomas holds a master's degree in education and is a certified executive coach. Thomas' passion is applying all his experience and skills to train and support other professionals as well as helping leaders navigate their success through executive coaching, leadership development, and facilitation.



As an exclusive offer for attending this workshop, Thomas is offering a 10% discount for a 3-session intensive package to further drive your results following this workshop. We will aim to solidify your goals, strategy, and plans for execution. Simply email Thomas with the discount code SPECTRUM10 at thomas@ascendpropathways.com to start the conversation!



To explore customized solutions and strategies to further drive your success as a practice leader, please visit ascendpropathways.com to learn more about Thomas' Leadership Development programs and Executive Coaching.

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Thomas' business is driven by referrals, if you enjoyed this workshop and found it valuable, your review would be very much appreciated!



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