



*Devinn G* **Devin G** *eeson*, DDS  
The PEP Talk Doc

*speaker*  
**PACKET**



# Presentations



**With 30+ years' experience, having worked as a dental assistant, dental hygienist, and now a dentist, Dr. G understands the dental practice and team dynamics from the point of view of each team member.**

**Dr. Devinn Geeson** is the total package! She is a dentist turned coach after building and selling her 3 practices in under 5 years for a whopping 8.5 times their value. Choosing her as a dynamic speaker, emcee, auctioneer, fitness leader or DJ for your dental event is a no-brainer! She believes at her core that dental events can and should be fun... you can trust that she will bring that... and so much more to raise your spirits and ELEVATE your event!

*Devinn Geeson*  
DDS

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## FROM CHAOS TO COHESION

Examine the core principles and beliefs that promote a supportive, unified culture. Discover the key elements of being a leader that both inspires and educates.



## THE LEDGE OR THE EDGE

Leverage Dr. G's Practice Growth Strategy to maximize your marketing efforts (both internally and externally), increase patient engagement, and improve productivity and profitability.



## THE GARBAGE TRUCK TALK

Develop strategies to insulate yourself from what can be an emotionally exhausting environment when all is well, as well as how to prevent fear, anxiety, depression and anger from affecting you, your family and your practice.



## THE PENTHOUSE PARADIGM

Illustrate concepts and ideas associated with self-preservation and insulation in the midst of an increasingly difficult healthcare system.



## THE ACCOMPLISHED ASSOCIATE

Even without a formal leadership role, associate dentists can influence, develop, and empower those around them. Gain the tools to excel as a self-directed leader in the practice.



## PERIO-PALOOZA

Make your hygiene department thrive! From rocking out regular maintenance to pumping out accurately diagnosed Periodontal Therapy! Focusing heavily on how to prevent patients from being one hit wonders with their disease management and exploring the most up to date information on root cause and oral systemic link to yield a profitable hygiene department.



## TRANSFORM YOUR NEXT EVENT WITH PASSION AND EXCITEMENT!

MAKE YOUR IT UNIQUE  
AND ENGAGING WITH A

- DJ
- EMCEEE
- FITNESS BREAKS
- AUCTIONEERING



### DRILL, FILL & CHILL: STOP RESCHEDULING SELF-CARE & JOY!

Whole health includes caring for your mind, body, spirit, family, finances, community, and career – it's essential for living an energized life. Recalibrate now and start embracing the true you!



### BREAK THE MOLD. BREAK A SWEAT! GET YOUR EVENT (AND HEART) PUMPING WITH DR. G!

Elevate your event and create a memorable experience for attendees by incorporating a perfect blend of movement and education with Dr. G.

**DJ** - Dr. G has been getting jiggy with it since honies was wearin sasoons since before the fresh prince moved to Belair!! She is equal opportunity, booty, bumping scootin! She'll make ya bump bump wiggle and shake ya rump – just dont break ya hip hop that malpractice might not pay!

**EMCEE** - Dr. G loves life & people...and people in her life say she has the gift of gab! we think that just means she loves to talk, but what better talent could a dental MC have? Except well... knowing dentistry? Well BRACE yourself, her FLOSS-ophy is FUN and TOOTH fully Ahhh - mazing!

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# FROM CHAOS TO COHESION: CRUSH GOALS & CULTIVATE GREATNESS



**Seeking a proven path to success for a start-up or acquisition? Lack of commitment and cohesion from the team? Lack of patients? Feeling run ragged and controlled by your environment?**

In the wake of the Great Resignation, many dental leaders seek elevated strategies for cultivating a team that stays and contributes at a high level. Team members seek strong, supportive cultures with opportunities to make decisions as a team as well as making a difference. *The secret to success?* Building your practice culture through the hearts and hands of your team.

For both the de novo and established practice, dental professionals benefit from this comprehensive guide to implementing the essential systems and protocols necessary for a successful practice. Drawing from her extensive experience over four decades, Dr. G shares the proven pathways for team and practice growth. Examine the core principles and beliefs that promote a supportive, unified culture. Discover the key elements of being a leader that both inspires and educates. *Reset, recharge and be ready to go Monday morning!*



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## LEARNING OBJECTIVES:

- ◆ Recognize the importance of defining practice identity, mission, vision, values and goals
- ◆ Understand how to develop and implement systems for consistency and predictability
- ◆ Explore the reasons to utilize standard operating procedures and checklist job descriptions
- ◆ Discuss solid onboarding protocols and resources to streamline your hiring process
- ◆ Illuminate efficient, effective morning huddle, team meeting, and training session strategies
- ◆ Examine the significance of developing a brand identity and marketing plan
- ◆ Discover the essential role of the Patient Care Concierge
- ◆ Analyze scheduling strategies, including reduction of no shows and cancellations
- ◆ Determine the key practice indicators that should be tracked and measured

## SUGGESTED AUDIENCE:

All Dental Professionals

## SUGGESTED FORMAT:

Full or Partial Day; Lecture, Workshop, Keynote

THERE ARE VALUABLE CLINICAL CONSIDERATIONS THROUGHOUT THIS COURSE TO REFLECT CE APPROVAL



# THE LEDGE OR THE EDGE: ESTABLISH & DELIVER A GAME-CHANGING EXPERIENCE



## Experiencing a revolving patient front door? Treatment plans not converting to appointments? Patients not returning or referring?

The age of the Experience Economy is here, signaling a shift in the way businesses create economic value (per Harvard Business Review). Forming meaningful connections and experiences are paramount for businesses to remain competitive and secure their financial success.

Maximize the potential of your practice with cutting-edge new patient, hygiene, and restorative experiences and drive sustainable growth. Creating a memorable experience and fostering meaningful connections are essential for improved case acceptance, more referrals, and stronger practice-patient relationships.

Transform your practice with EDGE thinking: Establish and Deliver a Game-changing Experience that sets you apart. Begin each day with a team huddle that builds momentum and fosters collaboration as a high functioning team. Leverage Dr. G's Practice Growth Strategy to maximize your marketing efforts (both internally and externally), increase patient engagement, and improve productivity and profitability.



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## LEARNING OBJECTIVES:

- ◆ Develop a patient experience that reflects your unique practice and team strengths
- ◆ Examine key systems associated with the new patient, hygiene and restorative experiences
- ◆ Explore internal and external marketing strategies that generate patient reviews and referrals
- ◆ Examine the significance of developing a brand identity and marketing plan
- ◆ Gain strategies for working with the apprehensive patient
- ◆ Assess services mix to broaden the scope of practice
- ◆ Analyze and prepare for the potential addition of an associate
- ◆ Rediscover your passion for dentistry!

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# THE GARBAGE TRUCK TALK



**Do you allow people to control your emotions or affect how you feel about yourself? Is it tough to let go of the one patient who is negative and unhappy?**

Dental professionals can find it difficult to protect their hearts, minds and psyche's from what can be emotionally draining and detrimental in the day to day grind. They also may carry around so much emotional baggage and it may affect their ability to perform tasks, engage with family and friends and care for their patients which ultimately can adversely affect their physical and emotional well-being.

## LEARNING OBJECTIVES:

- ◆ Develop strategies to insulate yourself from what can be an emotionally exhausting environment when all is well
- ◆ Develop strategies to prevent fear, anxiety, depression and anger from affecting you, your family and your practice
- ◆ Explore options for self-care, physical and emotional well-being
- ◆ Grow personally and professionally

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# THE PENTHOUSE PARADIGM



**Do you feel like an outsider looking in? Is the person in the mirror unrecognizable?**

The Penthouse Paradigm will illustrate concepts and ideas associated with self-preservation and insulation in the midst of an increasingly difficult healthcare system. The rigors of patient care and practice management effect everyone differently and can't be ignored given the staggering rate of burnout and depression in what was once one of the highest ranked career fields.

## LEARNING OBJECTIVES:

- ◆ Explore the nature of self-confidence and self-worth
- ◆ Recognize that your identity can and should be separated from your job title
- ◆ Balance, preserve, and insulate self in the midst of an increasingly difficult healthcare system

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# THE ACCOMPLISHED ASSOCIATE: UNLOCK YOUR FULL POTENTIAL

**Limited autonomy. Pressures to enhance the financial success of the practice. Managing patient expectations. Providing a high standard of care.**

Even without a formal leadership role, associate dentists can influence, develop, and empower those around them. Discover how to lead like a pro and make the most of the resources available to you in your role as an associate dentist.

This course will provide you with the tools to excel as a self-directed leader in the practice. You'll gain strategies for working more efficiently and effectively. Discover strategies to quickly build trust and establish strong relationships with patients. Develop methods of treatment planning and discussing costs and clinical findings with patients to ensure understanding and trust. Understand insurance to more effectively communicate with patients. Discuss techniques to cultivate an environment of support, understanding, and appreciation among team members. Find a balance between work and life that leads to greater joy and fulfillment.



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## LEARNING OBJECTIVES:

- ◆ Develop the skills and knowledge necessary to be a confident and successful leader
- ◆ Understand how to code treatment to maximize production
- ◆ Explore strategies for successful treatment planning and case acceptance
- ◆ Illuminate verbal skills for discussing positive and negative treatment considerations
- ◆ Understanding insurance benefits in order to field patient financial concerns
- ◆ Know how to gain patient trust quickly and develop long-lasting relationships
- ◆ Learn how to foster a culture of support, clarity, and appreciation among team members
- ◆ Develop the skills to prioritize self-care, find balance in work and life, and experience joy and fulfillment

## SUGGESTED AUDIENCE:

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## SUGGESTED FORMAT:

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# PERIO-PALOOZA: MAKING HYGIENE ROCK

**Perio-Palooza will make your hygiene department thrive! From rocking out regular maintenance to pumping out accurately diagnosed Periodontal Therapy! Focusing heavily on how to prevent patients from being one hit wonders with their disease management and exploring the most up to date information on root cause and oral systemic link to yield a profitable hygiene department.**

## LEARNING OBJECTIVES:

- ◆ Embrace conservative accurate diagnosis
- ◆ Communicate the value proposition utilizing necessity and urgency in treatment discussions
- ◆ Look carefully at all treatment modalities and adjuncts to therapies
- ◆ Discuss the most up to date research in root cause and oral systemic link
- ◆ Optimize chair time while utilizing all the options in your armamentarium
- ◆ Embrace adjuncts to therapies in daily practice

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# DRILL, FILL & CHILL: STOP RESCHEDULING SELF-CARE & JOY!

**Have you sacrificed your health  
for the health of the business?**

*You're not alone.*

Navigating the daily demands of dentistry can have negative emotional and physical effects on practitioners, making it difficult to perform tasks, interact with family and friends, and treat patients.

Attaining whole health is a process of growth and balance focusing on progress over perfection. Enjoying deep emotional wellbeing, physical health, and inner peace starts with Dr. G's scientifically backed approach to wellness. Whole health includes caring for your mind, body, spirit, family, finances, community, and career – it's essential for living an energized life. Recalibrate now and start embracing the true you!

## LEARNING OBJECTIVES:

- ◆ Develop a strategy for resilience and techniques to maintain a positive mindset
- ◆ Identify the KPI's that will help you achieve and sustain your desired lifestyle
- ◆ Understand how nutrition contributes to overall health and wellbeing
- ◆ Explore internal and external emotions and triggers that impact progress and success
- ◆ Tap into time-honored self-care principles which nourish your soul
- ◆ Rejuvenate your life with this retreat focusing on Dr. G's key pillars of comprehensive health
- ◆ Rediscover the joy of dentistry, reignite your passion, and live your today!

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# BREAK THE MOLD. BREAK A SWEAT! GET YOUR EVENT (AND HEART) PUMPING WITH DR. G!

**Participants are tired of the same ol', same ol' at events. This leads to limited participation or skipping the event all together.**

**Looking for a way to break the mold and create a truly unforgettable experience for your attendees?** Elevate your event and create a memorable experience for attendees by incorporating a perfect blend of movement and education with Dr. G.

Inject vitality into your event by starting each day with a choice of exhilarating activities such as Zumba, kickboxing, or strength training. Energize and awaken your participants, setting a positive tone for the rest of the day.

During break times, offer a unique experience with thermal walks or afternoon aqua aerobics in the convenience of the onsite pool. Refresh both mind and body, promoting well-being and fostering networking opportunities.

As the day winds down, wind up the relaxation with end-of-day pilates or yoga sessions. Participants can decompress, release tension, and rejuvenate their spirits, leaving them feeling centered and focused.

These fitness activities can seamlessly integrate within your agenda or stand alone as individual sessions. Her health and fitness certifications include Certified Personal Trainer, Master Group Fitness and Boot Camp Instructor, Water Aerobics Certification, Zumba, Pilates and Yoga. Dr. G is flexible and can accommodate your preferences, ensuring a seamless and engaging experience for all.

Make your event unforgettable by providing your attendees with the opportunity to prioritize their wellness and embrace a healthy lifestyle. Book Dr. G today and embark on a wellness journey that will inspire and motivate your participants throughout your conference.

"This was the perfect blend between education and entertainment... and definitely not a snooze-fest class!"

**PARTICIPANT**

Kentucky Dental Association  
Annual Session



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Many dentists strive for greater success in their practice by implementing systems and protocols which are intended to improve productivity and consistency, while also seeking a well-trod road leading to accomplishment without sacrificing mental and physical wellbeing.

**It's essential to focus on the experience, the choice of words, and the worth.**

*Devin G* **Devin G** *eeson*, DDS  
The P E P T a l k D o c

Dr. G believes that having a healthy, prosperous practice is likely when mastering the three pillars: The Practice Experience, The Patient Experience and the Personal Experience. In her speaking and consulting programs, Dr. G shares the strategies and protocols she utilized when she launched and grew three practices to a value just under \$6M in five years. With 30+ years' experience, having worked as a dental assistant, dental hygienist, and now a dentist, Dr. G understands the dental practice and team dynamics from the point of view of each team member.

Dr. G's speaking and consulting programs strengthen the team dynamic, cultivate a healthy practice culture, and help dental professionals achieve their personal goals while also feeling fulfilled and joyous. Her clients engage with her in a variety of ways, including individual coaching, in-office consulting, and practice bootcamps.

After earning her degree at the University of North Carolina at Chapel Hill, through continuous learning Dr. G developed specialized expertise in Implant Dentistry, Oral Surgery, Orthodontics, Sedation and Sleep Dentistry. She has also completed the Executive Practice Management Program through University of Florida.

Devin is honored to have been selected as one of the top ten finalists at Dentistry's Got Talent speaking competition in 2021. Dr. Geeson is also a Distinguished Speaker for Communities and Schools of North Carolina, providing support to less privileged and underserved regions.

DEVINN GEESON, DDS

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## EXPERTISE & PASSION

*Dr. Devinn Geeson speaks to her topic with expertise and passion. If you're seeking a speaker whose presentations are energizing and bring proven systems and strategies to improve the practice, team, and culture, you can't go wrong with Dr. G.*

**VANESSA EMERSON, FOUNDER**  
Dental Speakers Bureau  
Dental Speaker Institute

## FIVE STARS

*"JUMP. ENERGY. REGROWTH. Those are words I think to when I think of when I think of The Pep Talk Doc, Dr. Devinn Geeson. She had so much energy getting on my stage once I had to invite her back 2 more times. If you are a meeting planner like myself and you want your attendees to rush to sign up for the next year, bring Devinn to your event! 5 BIG Stars."*

**ELIJAH DESMOND, FOUNDER**  
Dental Festival & Smiles at Sea

## NOT JUST ANOTHER SPEAKER

*"Dr. Devinn Geeson spoke at my conference 'Roses and Thorns' in Chicago! She is so different from other main stream speakers. She speaks from the heart. She speaks from experience, and she brings a myriad of analogies and stories to the mix. She brought so much energy and passion. She is not just another speaker using a slideshow to educate and sell your audience. The audience was leaning in and engaged! If you want an out of the box different experience for your attendees, I would absolutely hire Dr. G."*

**KARAN NIJHAWAN**  
Retreat Planner

## THE TOTAL PACKAGE

*Dr. Devinn Geeson is the total package! She is a dentist turned coach after building and selling her 3 practices in under 5 years for a whopping 8.5 times their value. Choosing her as a dynamic speaker, emcee, auctioneer, fitness leader, or DJ, for your event is a no-brainer. She believes at her core that dental events can and should be FUN... you can trust that she will bring that and so much more to raise your spirits and ELEVATE your events!*

**SHAUNA HURST**  
Smiles At Sea  
VP of Operations

## Presentations:

(PARTIAL LIST)

- ◆ Dentistry's Got Talent 2021 (Top 10 Finalist)
- ◆ Dentistry's Got Talent 2022
- ◆ Kentucky Dental Association
- ◆ Roses 'n Thorns Conference
- ◆ Safari 'n Smiles Egypt
- ◆ Smiles at Seas Ensenada (2023)
- ◆ Smiles at Sea Bermuda (2023)
- ◆ University of Mount Olive; Lorelle Martin Lecture (Keynote)
- ◆ University of North Carolina, Chapel Hill; Medical Education Development Program Graduation (Keynote)
- ◆ Distinguished Speaker with communities and school



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