

PROFESSIONAL
Savvy

IMPLEMENTING BUSINESS MARKETING STRATEGIES FOR TEAM & PRACTICE



**Christine
Hovliaras**

Consultant ♦ Speaker ♦ Author

CHRISTINE HOVLARAS, RDH, BS, MBA, CDE, President of Professional Savvy, LLC, an oral care consulting and professional marketing company located in New Jersey, is a dental hygienist with over 27+ experience in clinical, education, research in both academia and industry as well as sales training, professional sales and professional marketing. She was the editor-in-chief of Access magazine, the official publication of the American Dental Hygienists' Association from 2005-2008 and editor emeritus from 2009-2010. Christine is a dynamic and results oriented consultant and speaker who shares her expertise with dental professionals to help them focus on business strategies, patient needs, increasing profitability and enhancing team communication and leadership in the office.

She offers the following seminars to dental professionals and their teams:

- ◆ **Business Savvy Marketing in Dental Hygiene and Dentistry**
Learn how to better market your practice and ignite passion into your team and their interaction with clients.
- ◆ **Three Winning Strategies in Dentistry: Communication, Teamwork, and Leadership**
Bring great communication, collaborative teamwork and a sound leadership style to your practice.
- ◆ **Successful Writing Strategies for Publishing in Magazine and Scientific Journals**
If you ever wanted to write and didn't know where to start, this a must take course!
- ◆ **Going Green – Is a Simple as 1...2...3**
Learn to implement new strategies in practice to provide an eco-friendly environment to the team and your patients. Christine is a Advisory Board member to the Ecodentistry Association.
- ◆ **Professionalism - Practicing What You Preach**
Identify the key essentials needed to exert your team's responsibilities, increase patient acceptance and achieve your practice's goals for the year.
- ◆ **Dealing With Challenging Patients**
This course will help you identify who your challenging patients are and how to provide key strategies in making their dental experience a positive one.
- ◆ **Achieving Your Ideal Position Within the Dental Hygiene Profession**
Need more excitement in your dental hygiene career? Assess your career, implement career strategies and learn about career opportunities that are available in dental hygiene.
- ◆ **Achieving Success and Clinical Excellence in Your Dental Hygiene Career**
Let Professional Savvy teach you the essential steps to grow your dental hygiene career and achieve career satisfaction and financial stability.
- ◆ **Savvy Success Seminars - Look for the First Seminar in 2012!**
Learn the essential dynamics and marketing strategies to make your practice and team a great success and help to improve and enhance office productivity through positive patient experiences and case acceptance.

She also works with oral care companies, advertising agencies, professional associations, business owners, and dental professionals and student dental professionals. With dental professionals and students she focuses on achieving career success and implementation of goals and strategies to reach career satisfaction, success and financial stability.

"When I attended Ms. Hovliaras' seminar I had no idea the impact it would have on my professional life. I was going through the motions of delivering daily hygiene care to my patients, but knew there had to be more to Dental Hygiene than this. It is so easy in the world of Clinical Hygiene to fall into 'the same old dull routine.' As I listened to Christine I could feel the wheels start to turn in my head. She was full of new ideas and was a great inspiration. Excellent course!"

- Angie Stone, RDH, BS,
Wisconsin

**Contact Christine today at 973-598-0881
to schedule her seminars for your next
dental professional meeting.**