

Entertaining – Relevant – Passionate – Practical



Wendy Lipton-Dibner, M.A.

What Patients and Doctors Must Know in Today's Healthcare Environment

Wendy Lipton-Dibner, M.A. provides entertaining, informative and thought-provoking interviews that get audiences involved and propel them to action.

For the past 30 years, Wendy has worked as a consultant, speaker, author and trainer in healthcare and corporate environments. Her expertise in organizational and personal development has helped thousands of people worldwide to build their success with people.

Wendy is the president and founder of Professional Impact, Inc., an international training and consulting firm that specializes in the people factor. She has published two books, contributes to professional journals and online forums and is a member of the National Speakers Association and the Academy of Dental Management Consultants.

Wendy has an unusually eclectic background that incorporates the social sciences, theater arts, ownership of retail and service businesses, private practice, research and academics, organizational consulting and platform speaking. Her unique background, coupled with her dynamic personality allows Wendy to make an impact on everyone she meets.

From intimate settings to large auditoriums, Wendy's energetic style and on-target information yields top ratings from audiences of a wide variety of demographics.

When Wendy speaks, people change. They change how they think, they change what they do, and they change what they get.

Let's Talk About The People in Healthcare

Available nationwide in person and via telephone

Email: Wendy@Pro-Impact.com

Contact: 203-834-2844 (CT)

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Demo Video at:

www.Pro-Impact.com



Professional Impact Inc.

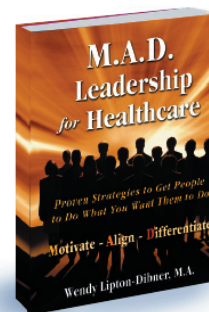
Inspiring Action with Knowledge, Skills and Insights

HEALTHCARE REFORM IS AN INSIDE JOB

The Healthcare Issues That No One Dares To Discuss

- Why Doctors May Not Want To See You (and How You Can Become Their Favorite Patient!)
- The Scariest Demons May Be in Your Local Hospital
- The 5 Biggest Mistakes That Doctors Make (And What You Can Do About It)
- The Hidden Costs of Healthcare: Who's Stealing Your Money?
- Outstanding Care in 6 1/2 Minutes? (The Secrets You Need To Know)
- The Newest Trend in Healthcare: Five Star Service — How Do You Rate Your Doctors?

Author of:



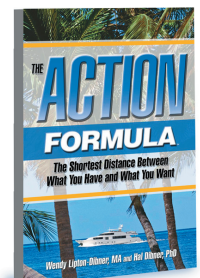
A comprehensive text for doctors and administrators providing proven strategies to address the people factor of healthcare.

"...practical solutions to improve patient outcomes and satisfaction, increase your productivity and ultimately allow doctors to enjoy their practices."
Neil Baum, MD

www.MadLeadershipForHealthcare.com

This fast-reading parable teaches a powerful formula that has helped thousands of people worldwide to get and stay motivated to achieve everything they truly want.

"Move over Tom Peters and Ken Blanchard. You don't have to be a top executive to benefit from The Action Formula."
Connie Greely, DDS



www.TheActionFormula.com

Healthcare Reform From The Inside

Excerpt from a Keynote Address to Healthcare Leaders of New York, May, 2009
by Wendy Lipton-Dibner, M.A.

"Let's talk about the hidden costs of healthcare – the problems that cost millions of dollars per year and that keep doctors and staff from being able to provide the best possible care for their patients. But instead of focusing on cutbacks or reduced reimbursement or operational issues or lack of resources, I'd like to talk with you today about what may be the most serious problem in private practices and hospitals today: the people factor.

"Everywhere I go I see problems between and among doctors, staff and patients. Problems like: resistance to change, interpersonal conflict, ineffective leadership, poor communications, inadequate follow-through, noncompliant patients, unresolved resentment, abusive treatment of colleagues and patients, lack of work ethic, poor teaming and on and on. These people problems are creating burnout among doctors and staff as they fight to balance their frustration, anxiety and shame with their genuine desire to make a difference. The effect of all of this is a downward spiral of inefficiency, low morale and high negativity, low productivity, infighting, stress, increased turnover and decreased quality of care.

"I have horror stories that I could share with you – I'm sure you have some too – I can tell you about a practice where 3 staff members cheated their doctors by hiding hundreds of thousands of dollars in EOBs all because they felt unappreciated... I can tell you about patients who didn't follow their doctors' treatment recommendations for lifestyle changes and who just kept on getting more sick and about patients who filled their prescriptions but never swallowed a pill... I can tell you stories about doctors who battle with their partners over business decisions blocking change every step of the way....and about patients who were held over extra nights at hospitals because surgeons weren't willing to scrub in with certain anesthesiologists ...and about staff who left narcotics unattended... and about doctors who weren't held accountable for being rude to patients and abusive to staff... and about doctors who failed to complete charting and disciplined staff for chasing them down to get discharge orders. And of course, I can tell you stories about patients who died because someone was distracted by all of these pressures. But you don't need me to tell you about all of this, because you live it every day.

"As revenues go down, we are seeing census figures go up. So now doctors are seeing 100+ patients per day in their private practices and that doesn't count rounding. Now, let me ask you a question – if you take a group of doctors and staff who have already shown that they aren't skilled in interpersonal communications, and then you limit their contact with patients to 6.5 minutes, how can you expect them to get the job done effectively? What does that cost the patient? What does that cost you and ultimately our healthcare system?

"The people factor is a major contributor to rising healthcare costs, and it's time to do something about it. We need to give doctors and their staff the tools to work more effectively with each other and their patients. If we don't reform healthcare on the inside, how will we be ready to embrace the changes that are coming from the outside. It's happening now. Are you ready?"

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Healthcare Professionals Are Talking About Wendy

Wendy Lipton-Dibner, M.A.

THE SUCCESS CATALYST



Rave Reviews

Timely Topics - Interactive Programs - Engaging Interviews

"Wendy's topics are timely, her information is practical and her delivery is highly engaging and interactive. I find that she brings a fresh perspective to the practice management side of dentistry. Her recent publication: *The Action Formula: The Shortest Distance Between What You Have and What You Want*, is a primer for both dentists and business people in general."

**M. Constance B. Greeley, DDS, Private Practice, Treasurer ,
Mid-Atlantic Society of Orthodontists**

"The difference with staff morale and productivity is amazing. Personally, I feel completely rejuvenated. The insights I have gained are helping me in the hospital, exam room, and at home."

Daren Primack, MD, Pacific Heart and Vascular Medical Group

"Wendy is a skilled teacher who communicates complex, scientifically grounded processes in a simple and fun format. I found her style to be both entertaining and practical. Because of this, I brought her in as a speaker for the Chicago Dental Society, and I have recommended her for future engagements."

**Robert Manasse, DDS, Director, Chicago Dental Society, Professor,
University of Illinois Dental School**

"We've hired Wendy twice to speak to our professional association and she always brings a lot of energy and insight to our group. Any group of professionals that has to work with other people, either the public or each other, can benefit from Wendy's work."

**Laura Dennison, M.A., CCC-A, Georgia Association
of Hearing Professionals**

"Our patient satisfaction rate soared. As a result of the workshop, everyone in the office works well together, highly motivated with a calm sense of purpose. My professional life has never been better."

Luke Curtsinger, MD, Coastal Plastics Surgical Group

"Wendy held an international audience of 2,000, speaking 27 different languages, spellbound - ending with a standing ovation!"

**Gary Saretsky PhD, Director of Business Development,
Ability Awareness**

"Excellent. I should also say you won over a skeptical group of doctors."

Kevin Markham, MD, Petoskey Surgeons, PC

"Professional Impact workshops should be considered 'required curriculum' for all healthcare practitioners. The information they provide is critical to the success of any practice."

Lonnie Hirsch, President, Healthcare Success Strategies

"I've been in practice 25 years and this was absolutely the most enlightening, empowering experience I've ever attended. This is a "must" for any practice wanting to become something "beyond the ordinary." Thank you, thank you, thank you for the most fun and wonderful weekend in my life!"

Elizabeth Jones, DMD, Lake Keowee Dental

"An answer to a prayer and a life-changing experience."

Roger Haas, DDS, Haas Orthodontic Arts

"Received tools to break through barriers and great knowledge in the psychology of motivation. Good pace, great energy, superior teaching skills."

**Charles Holt, DDS, Craniofacial Pain Associates
of Dallas/Fort Worth**

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