



Never Miss Another Patient Revenue Opportunity Again

About Us

- Golden Goose Scheduling (“GGS”) originated out of the founders need to increase conversions for new and existing patient appointments within his four dental practices.
- GGS recognizes 14x revenue growth since 2016 by providing premier outsourced scheduling call center solutions for hundreds of dental practices and dental groups in the US and Canada.
- GGS services include inbound new patient, inbound existing patient and outbound recall reactivation calls.
- GGS serves hundreds of dental organizations, from small practices to large multi-state groups and DSO’s. We cover the entire dental landscape, including Orthodontics, Periodontics, and Surgical.



The Problem

The average dental practice in the US loses hundreds of thousands of dollars each year in revenue due to unanswered or slow response time to inbound, new, or existing patient calls.



The infographic consists of three colored circles arranged horizontally. The leftmost circle is blue and contains the text '\$ 420,000/yr Lost Revenue'. Below it is the text 'Pediatric Practice' and '70 missed calls/mo'. The middle circle is yellow and contains the text '\$ 600,000/yr Lost Revenue'. Below it is the text 'Adult Practice' and '50 missed calls/mo'. The rightmost circle is green and contains the text '\$ 720,000/yr Lost Revenue'. Below it is the text 'Speciality Practice' and '20 missed calls/mo'. At the bottom center, there is a small asterisked footnote and a logo for 'Golden Goose'.

\$ 420,000/yr
Lost Revenue

Pediatric Practice

70 missed calls/mo

\$ 600,000/yr
Lost Revenue

Adult Practice

50 missed calls/mo

\$ 720,000/yr
Lost Revenue

Speciality Practice

20 missed calls/mo

* Figures based on a dental practice generating at least \$ 1m in annual revenue

Current Failed Solutions



Outsourced Call Centers

- 5 of the top dental call centers fail to produce meaningful results for their clients
- New Patient Conversion Rates = 24%
- Less than 2% of the calls received are reviewed and evaluated



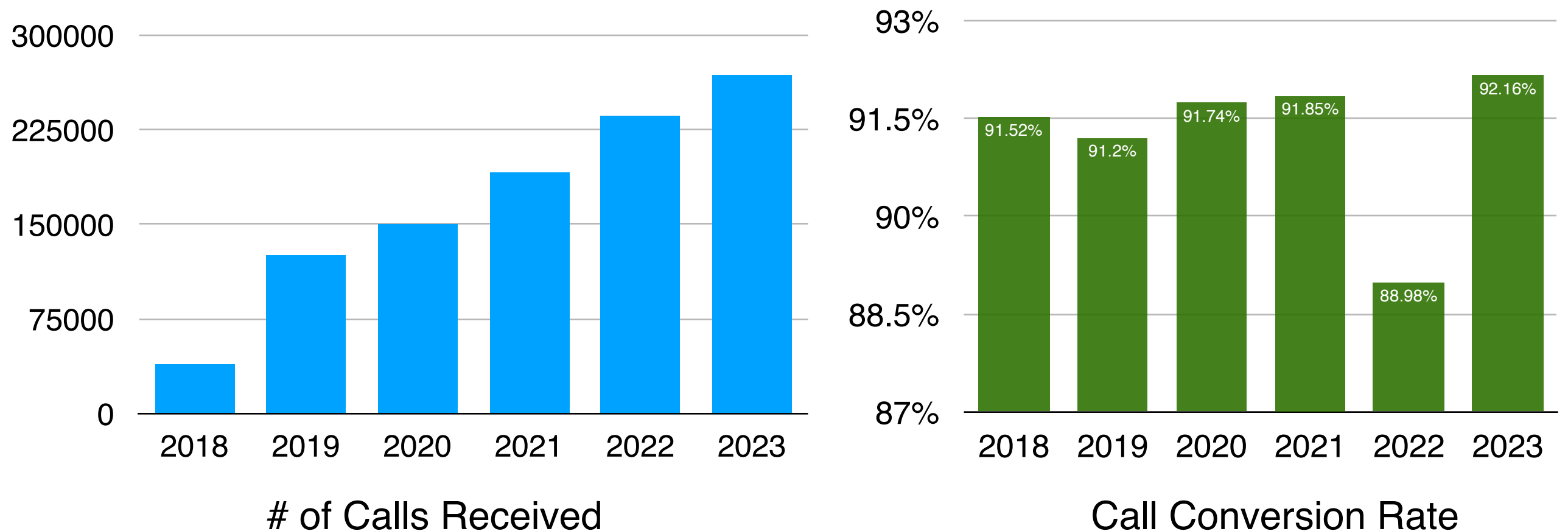
Internal Staff

- Between 30 - 50% of new patients calls go unanswered by internal staff
- New Patient Conversion Rate = 34%

Source: Based on 8 years data collected by Call Tracker ROI Inc.

Our Solution

GGS is disrupting the existing outsourced call center model through data focused influence measures that convert calls into revenue-generating appointment bookings for dental practices.



Source: Actual GGS Data



Our Model Of Success

- Every Scheduling Agent hired at GGS graduates from a two week training course in Dr. Robert Cialdini's "Principles of Persuasion" which is taught by GGS principal Dr. Christopher Phelps DDS, CMCT
- We work with each new practice to ensure that our Agents act as a direct extension of their internal team when communicating with patients.
- Accountability Guarantee is our bedrock
 - Our Quality Control Team maintains agent call compliance through daily accountability checks.
 - If we book a patient and they do not show up to their appointment, you don't pay us.

The Competition

	GGG	Reach	Unique Dental Solutions	Concierge Contact Center
Appointment Scheduling	✓	✓	✓	✓
Real People Answering	✓	✓	✓	✓
Science Based Training	✓	X	X	X
Same Day Helpdesk	✓	X	X	X
Guarantee Or Client No Pays	✓	X	X	X
Quality Control Team	✓	X	X	X

Existing Patient Call Service

Our agents will handle the following requests from existing patients:

1. Schedule, Reschedule and Cancel a hygiene, emergency or post op appointment
2. Update insurance information
3. Update any personal information (ex. Address, Phone #, etc.)

Any other requests or concerns, the GGS Agent will collect the name, phone # and message and post on the LIVE EXISTING PATIENT DASHBOARD in real time so the practice can determine the needed callback time for each existing patient request. The practice will have access to their Live Dashboard in their Web Portal login.

The goal is to make sure existing patient calls are answered and their requests noted and completed.



IMPORTANT READ ABOUT OUR PHILOSOPHY

Dr. Phelps Golden Goose Scheduling success is based heavily on applying Dr. Robert Cialdini's Principles of Persuasion (The Science Of Influence) as taught by Dr. Christopher Phelps 1 of only 3 worldwide and the only dentist authorized by Dr. Cialdini to do so. Our agents are trained extensively to handle calls based on this science and are trained to be "**The Scheduling Specialist**" for your practice. We schedule 90% plus of all new patient calls we receive, so our philosophy works, as Dr. Phelps always says, the data does not lie.

Many practices (and marketing companies) want us to use their philosophy but Dr. Phelps training in The Science of Influence works and has created an industry standard call conversion rate.

Keys to our Success:

- 1) We **don't Script** the calls. We do have a Call Flow based on the Science of Influence that works.
- 2) We are **not Insurance Experts**, but will handle the 2 main insurance questions a) Do you take my insurance and b) Are you in network with my insurance based on the Science of Influence.
- 3) We keep our New Patient calls between **5 to 7 minutes** which is the optimal length to apply the Principles of Persuasion resulting in a "Yes" from the patient to schedule.



GGG Founding Team

Dr. Christopher Phelps



www.drphelpshelps.com

- Owned and managed 4 dental practices (2007 - 2018)
 - Achieved 10x revenue growth in 7 years
 - Expanded first location into 4 satellite officesGenerating over \$ 4M in annual revenue
- Cialdini Method Certified Trainer(CMCT),
 - Only dentist in the world with this certification
- Amazon bestselling author How To Grow Your Dental Membership Plan
2016
- Owner The Phelps Institute
www.thephelpsinstitute.com
- Kolbe Certified Trainer www.kolbe.com
- Owner “Dental Slang” Podcast
- Member Sunrise Dental Consultants

Stephen Yagey



- Operations Manager / 6 years /Dr. Frank H. Boehm Jr, MD
- Healthcare Consultant / 2 years / Sitrin Health Care Center
www.sitrin.com
- Operations Manager / 6 years / Jay J Coles DDS & Associates PA / \$ 11m, 7 location dental group
- Consultant for dental practices across the US / 14 years / 50 clients (2004 - 2018)
- Total Healthcare & Dental Experience - over 30 years