



# THE SCHEDULING INSTITUTE

Customized training to create and leverage new-patient growth

**W**ho wouldn't like to work less, make more money and have more fun practicing dentistry than ever before? It might sound far-fetched, but with a steady stream of new patients coming into your practice, these results are actually well within reach—just ask one of the thousands of doctors working with Jay Geier and the Scheduling Institute.

This year marks the 20th anniversary of the Scheduling Institute. Since its inception, Jay Geier, its founder and president, has been revolutionizing practices worldwide with a simple money-back guarantee: The Scheduling Institute shows dentists how to increase their new patients by 10–40 percent in less than 90 days without additional marketing spend. How? By implementing the New Patient Mastery Program that utilizes more than 30 years of research and data collection from hundreds of thousands of dental offices.

While working for an Atlanta-based practice, Geier discovered the one area that was completely overlooked in the new patient attraction process. His innovative new-patient program provided the solution to this problem, and to this day it is the most widely recommended and highest-performing new-patient generation program in the industry.

Today there are plenty of copycat companies that try—and fail—to replicate Geier's program, but none of them comes close to producing the extraordinary results of dentistry's original New Patient Generation Program. Geier and the Scheduling Institute protect their formula for attracting new patients, which involves leveraging dentists' teams to achieve new-patient growth that ultimately catapults a practice to record-breaking highs in every area—far beyond just new patients.

In fact, as its clients' practices grow, so does the Scheduling Institute. In addition to its foundational New Patient Mastery training, the company has grown to offer multilevel practice-growth coaching programs, with 23 training opportunities that range from new patient experience to hygiene production and clinical solutions to cash flow management. This growth is why *DentalTown* and *OrthoTown* Townies from around the world have awarded the Scheduling Institute 11 Townie Choice Awards in the past seven



years. The Scheduling Institute has 200 employees, including a fleet of 60 dedicated certified training specialists who travel around the world transforming practices across North America—and as far away as Latvia and New Zealand. To date, these specialists have trained in more than 17,000 offices, averaging close to 400 trainings a month.

The training specialists play a vital role in the success of the program. They are experts at educating, engaging and focusing a dentist's team on the value of new patients and how to produce bigger and better results. This takes the work off the doctor and puts it on the staff to execute, with an expert guiding them every step of the way. It's a true done-for-you solution that's already been tested and proven to be successful by more than 10,000 private practice offices.

Join the thousands of dentists who have already doubled, tripled or quadrupled their new patients using the Scheduling Institute's New Patient Mastery Program. ■

For more information, visit  
[schedulinginstitute.com/dentaltown](http://schedulinginstitute.com/dentaltown)  
or call 855-314-1344.

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