

SPEAKER PROGRAMS 2027

Penny Reed

Dental Growth Strategist
Speaker · Author



**Stronger teams.
Confident patients.
Practices ready for AI.**

“One of the most trusted voices in dental education.”

GARY SEVERANCE, DDS · HENRY SCHEIN

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Penny Reed

*Building High-Performing Dental Teams Through
Leadership & Communication*

Programs at a Glance

“One of the most trusted voices in dental education. Penny brings clarity, practical solutions, and an energy that lifts every room she’s in.”

Gary Severance, DDS · Sr. Director, KOL/Events, Henry Schein

SIGNATURE PROGRAMS

- **A Culture Program with an Angry Puppet**
- **Driving Case Acceptance**
- **The Five Keys to Growing Your Dental Business**

DENTAL WIRED DIFFERENTLY: THE AI SERIES

- **Culture Eats AI for Breakfast**
- **Get Your Software Off the Bench**
- **Don't Let the Bot Have All the Personality**
- **AI Can't Do This Part (Signature Workshop)**

Every program is built for office managers and the practice leaders they work with, and adapts for study clubs, full practice teams, and DSO leadership.

Keynotes | **Breakout Sessions** | **Workshops**

Full descriptions, learning objectives, and formats for every program follow.



Signature Programs

Culture, Patient Experience, and Practice Growth

Program Details

CULTURE & GROWTH MINDSET

A Culture Program with an Angry Puppet

Featuring The Bitter Baby®

Culture starts in the mind long before it shows up in the schedule. Meet The Bitter Baby®, a lovably grumpy puppet who gives voice to the why-bother mindset that quietly visits every team. When a team can name that voice and laugh at it together, real change begins. Behind the fun sits a practical, measurable framework for building a team that shows up ready to grow. Also offered for leadership tracks as Cultivating a Growth-Mindset Culture.

Attendees will be able to:

- Recognize The Bitter Baby® mindset the moment it appears, in themselves and in one another
- Choose a growth mindset on purpose to turn everyday challenges into momentum
- Apply the inner shift that moves a team from resistant to receptive
- Build daily habits of appreciation and coachability that sustain a positive culture

Best for: Office Managers | Leadership Teams | Entire Practices | Study Clubs
Formats: 60-minute keynote | 90-minute extended session | Half-day workshop

PATIENT EXPERIENCE

Driving Case Acceptance

More Disney. Less IRS.

Case acceptance grows from trust, communication, and culture. Every day, patients leave with treatment the practice has already invested time and care to diagnose. This engaging session explores how teams create patient experiences that feel more like Disney than the IRS, and how to ask the questions that reveal what matters most to each patient, strengthening confidence, connection, and treatment acceptance.

Attendees will be able to:

- Apply proven strategies and tools to raise case acceptance
- Identify how practice culture shapes case acceptance, and how to shift it
- Use open-ended questions to discover what matters most to each patient and help them reach their goals

Best for: Doctors | Treatment Coordinators | Clinical Teams | Study Clubs
Formats: 60-minute keynote | 90-minute extended session | Half-day workshop

Signature Programs

Culture, Patient Experience, and Practice Growth

Program Details

PRACTICE GROWTH

The Five Keys to Growing Your Dental Business

From Busy to Intentional Growth

Sustainable growth comes from intention more than hustle. This strategic session explores the leadership, communication, and operational shifts that help dental practices uncover missed opportunities, reduce friction, and grow with purpose, without adding overhead or burnout. Whether attendees are new in practice, seasoned owners, or supportive team members, they leave with proven strategies and a clear way to bring the whole team along.

Attendees will be able to:

- Identify the critical trends in the business of dentistry and how they affect the practice
- Identify which of the five keys offers the practice its greatest growth opportunity
- Get the entire team on board through small wins that lead to significant growth

Best for: Practice Owners | Office Managers | Dental Teams | Study Clubs

Formats: 60-minute keynote | 90-minute extended session | Half-day workshop

NOW INTRODUCING

Dental Wired Differently: The AI Series

Leading Your Team Through the AI Revolution

AI and automation are reshaping how dental practices schedule, communicate, and compete, and the tools are arriving faster than most teams can absorb them. The practices that thrive are the ones with the strongest culture, the clearest communication, and the most intentional implementation. Three keynotes and a signature workshop give office managers and practice leaders the human edge that makes AI pay off.

The series includes:

- Culture Eats AI for Breakfast (The Culture Program)
- Get Your Software Off the Bench (The Productivity Program)
- Don't Let the Bot Have All the Personality (The Patient Communication Program)
- AI Can't Do This Part (Signature Workshop)

Best for: Office Managers | Practice Owners | Team Leads | DSO Leadership

Formats: Book one program, several, or the full series. Details on the next two pages.

Dental Wired Differently

Leading Dental Teams Through the AI Revolution

The AI Series

THE CULTURE PROGRAM

Culture Eats AI for Breakfast

The AI is ready. Is your team?

Two practices can buy the same AI tools and get completely different results. The difference is culture. Teams resist AI for predictable reasons: fear of replacement, change fatigue, and not yet seeing the purpose. This program gives office managers and practice leaders a practical change-management framework built for dentistry, including how to activate the tech champions already on the team and guide team members already using AI tools on their own.

Attendees will be able to:

- Recognize the AI resistance patterns present in the team and respond to each one
- Apply the Start, Pilot, Playbook, Scale framework to any AI rollout
- Build the recognition, accountability, and AI-use guidelines that keep a technology-forward culture strong

Best for: Office Managers | Practice Owners | Team Leads | DSO Leadership
Formats: 60-minute keynote | 90-minute extended session | Half-day workshop

THE PRODUCTIVITY PROGRAM

Get Your Software Off the Bench

Same software. Different results.

Most practices already pay for AI and automation tools their teams use at a fraction of what those tools can do. Predictive scheduling, automated confirmations and recall, ambient clinical note-taking, and AI-assisted billing often sit on the bench. This program gives leaders a clear game plan: check the roster, pick the starters that bring the strongest return, build a team of active champions, and keep score so every win is visible.

Attendees will be able to:

- Audit the AI and automation tools the practice owns against how the team actually uses them
- Choose the starters: the AI tools with the strongest return, from predictive scheduling to ambient documentation
- Lead the team from passive users to active champions, and keep score with a simple way to share results

Best for: Office Managers | Practice Owners | DSO Operations Leaders | Multi-Location Groups
Formats: 60-minute keynote | 90-minute extended session | Half-day workshop

Dental Wired Differently

Leading Dental Teams Through the AI Revolution

The AI Series

THE PATIENT COMMUNICATION PROGRAM

Don't Let the Bot Have All the Personality

Your AI can book the appointment. Your team earns the loyalty.

Most patients welcome AI in their dental experience, as long as it feels personal. Virtual receptionists, automated confirmations, and AI-driven recall are now everyday tools. What sets a practice apart is the moment technology hands off to a human being. Office managers and administrative team members learn to map every patient touchpoint, build warm-transfer language, and keep the practice's voice consistent across phone, text, and email.

Attendees will be able to:

- Map every patient touchpoint and decide where AI serves best and where a human voice matters most
- Write warm-transfer language that keeps every conversation seamless
- Audit the practice's voice across every channel for consistency and warmth

Best for: Office Managers | Administrative Team Members | Treatment Coordinators | Practice Owners
Formats: 60-minute keynote | 90-minute extended session | Half-day workshop

SIGNATURE WORKSHOP • THE HUMAN EDGE

AI Can't Do This Part

Leading Your Team Through the AI Revolution

What sets a practice apart is the part AI can't do: culture, communication, and leadership. This hands-on workshop brings the full Dental Wired Differently series into one room. Leaders build the culture that makes AI pay off, get their software off the bench, and make sure the bot isn't the only one with personality. Every attendee leaves with a personal 30-day action plan, built live during the session.

Attendees will be able to:

- Turn team resistance into momentum with the Start, Pilot, Playbook, Scale framework
- Audit the tools already in the practice and map where AI serves and where people matter most
- Leave with a written 30-day action plan for the practice's next AI step

Best for: Office Managers | Practice Leaders | DSO and Group Operations Leaders | 50 attendees or fewer
Formats: 60-minute session | 90-minute interactive workshop | Half-day intensive

Book Penny to Speak



Penny Reed is a nationally recognized dental growth strategist, speaker, and author of ***Growing Your Dental Business***, helping doctors and teams turn insight into execution. With extensive experience across leadership development, culture, case acceptance, and practice growth, Penny delivers programs that are practical, engaging, and grounded in real-world application. Known for her ability to simplify complex challenges into clear, actionable strategies, Penny's sessions are thoughtful, relatable, and designed to spark meaningful conversation while leaving audiences with ideas they can apply immediately.

Speaking Experience Includes



"Warmth, authenticity, and relatable delivery. Penny creates an environment where attendees feel both inspired and empowered. An exceptional speaker who brings knowledge, inspiration, and leadership to the stage every time."

Jessica Cull, Executive Vice President, AADOM

Available for:

Keynotes | Breakout Sessions | Workshops

- ✓ Study Clubs
- ✓ Referring Doctor Seminars
- ✓ Leadership & Team Programs
- ✓ Conferences and Private Events

Connect with Penny



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