

For 2006-2007 CELL Seminar Series Catalog.

Biographical Sketch for Ben Bernstein, Ph.D.

Ben Bernstein, Ph.D., is a specialist in stress reduction. A successful performance psychologist with 26 years of experience, Dr. Bernstein has developed a stress reduction model which has attracted considerable attention in the field of dentistry. The model includes a comprehensive set of techniques to bring about calmness, confidence, and focus before, during, and after dental procedures. Dr. Bernstein was recently the keynote speaker at the ADA Well-Being Institute, the Dental Deans' Institute, the Dental Trade Alliance, the American Student Dental Association, as well as numerous dental societies and dental schools across the country. He has received several awards from the American and Canadian governments and he is a consultant to the UCSF School of Dentistry, the Foothill College Dental Hygiene Program, as well as an adjunct faculty member of JFK University. Dr. Bernstein's current client list includes dentists, athletes, actors, business executives, attorneys, and opera singers. In addition he is a Master Teacher at the San Francisco Opera and a personal coach to Academy Award, Tony Award, and Pulitzer Prize winners. Dean Charles Bertolami of UCSF has publicly recognized Dr. Bernstein's work as "highly innovative." Dr. Bernstein is the co-author of *Stress Free* and the author of the forthcoming *How to Raise Your Test Scores: What You Won't Learn from Kaplan and Princeton Review*.

Practice Management Seminar Description

Dentist, Fear Not! Create a Positive Experience for Patients and Staff

Would you like to know how to gain loyal patients for your dental practice while creating a supportive working environment for your team? Then you can benefit from Dr. Ben Bernstein's proactive approach. Dr. Ben Bernstein, a specialist in stress reduction, offers a proven, practical model for reducing patient and practitioner stress. The lively and engaging format of this seminar utilizes scientific findings in a dynamic and light-hearted approach, integrating lecture and audience participation. When stress is reduced, staff performance improves and the patient's visit becomes a more positive one. The Bernstein model employs a self-diagnostic inventory, along with nine core tools to bring about calmness, confidence, and focus for all before, during, and after dental procedures. This method is applicable to a wide audience of individuals, including children, teenagers, adults, and geriatric patients.

The seminar guides dentists and their team in how to provide optimal patient care by creating a cohesive office environment. As a result, participants will learn how to:

- Define the relationship between stress and performance
- Evaluate a new definition of stress
- Calculate their individual stress/performance ratio
- Describe the three-pronged model for reducing stress
- Apply the nine core tools to actual patient situations to bring about calmness, confidence, and focus