

# 30-Point Image & Branding Assessment

By Janice Hurley, Dentistry's Image Expert



My 30 point assessment looks at your practice from a patient's point of view.

## **YOUR WEBSITE**

Your first impression is a lasting impression. Understand how to use photos & video!

## **YOUR TEAM**

Attire, body language, and verbal skills to increase case acceptance.

## **YOUR OFFICE BRAND**

Do you run on time and never ask your patients to repeat themselves?



A day and a half – in your practice with your team. Virtual follow-up throughout the next 90 days. Review your website visuals, office attire of your team, internal branding, external branding, effective body language, and so much more.



**JANICE HURLEY**  
dentistry's image expert

JHurley@JaniceHurley.com • 619-255-1098 • DentistryImageExpert.com

*What her clients are saying...*

"Janice is the consummate dental professional who brings experience and creative thinking to each dental office. She is smart, personable and totally dedicated to excellence. Positive thinking is her motto and her formula for success is that she is always well prepared and willing to work hard for each doctor's success."

*Dr. Thomas Frank*

We recently had Janice come into our office for professional consulting and we didn't know what to expect. Her confidence and knowledge made it impossible to doubt the outcome. We have begun to retrain ourselves on the small things we do and say. I have absolute confidence that when we really get in our "groove" with her suggestions, we will have a tremendous outcome! Already coordinating our next in-office consulting visit! Highly recommend!

*Michele Phillips,  
Office Manager*

Janice Hurley is committed to accomplishing the goals of my practice. She brings a genuine enthusiasm that is infectious with my team members. Her unique style and expertise in a fee for service practice is unrivaled among other dental consultants.

*Donna Cochran,  
Office Manager*