LAURA CAFIK-MARTIN/ CAFIK-MARTIN COACHING PROFILE

World-class master orthodontic treatment coordinator, global public speaker, coach and consultant. . Proven track record of increasing Invisalign sales when implementing the philosophy of bringing hospitality into the orthodontic world. Efﬁcient and experienced expert who thrives on maximizing the patient experience and maximizing practices bottom-line. Over 20+ years of experience in multiple disciplines of the dental and orthodontic ﬁelds. Over 100 exclusive speaking engagements including the Invisalign Summit and AAO.

SKILLS

Experienced orthodontic treatment coordinator/public speaker with vast Invisalign product knowledge along with superior understanding of orthodontic biomechanics. Strong business acumen with the ability to coach teams on maximizing sales opportunities. Outstanding people and communication skills that challenge and motivate teams and practices to overcome orthodontic objections, increase production and grow every aspect of their business. Motivational skills and techniques that improve team synergy, patient experience and create increased referral ﬂow. HARP certiﬁed, iTero, digital scanning and dental photography.

EXPERIENCE

SPEAKER, ALIGN TECHNOLOGY — 2014-PRESENT Course presenter and content developer with a speciﬁc focus on Invisalign implementation for orthodontic treatment coordinators and staff. Educating staff on the importance of digital platform integration and the incorporation of digital workﬂow in practices. Instructing and training auxiliary staff of the beneﬁts of proper tooth alignment, inter-digitation and the advantages of clear aligner therapy vs conventional braces. Aiding treatment coordinators on improving their new patient consultation approach and how to conﬁdently explain aligner orthodontic therapy.

MASTER TREATMENT COORDINATOR, OCEC — 2018-PRESENT Education of of all orthodontic staff from alliance to opportunity alliance to outcome. Coaching on time management, communication and interviewing skills along with preparation of same day starts and payment plan structuring. Implementation of pre and post consultation systems for efﬁcient and effective treatments. Instructing teams on the importance of partnership with the doctors for the most ideal outcome and to ensure every patient exits their treatment with an unique “wow” hospitality experience. Including online coaching, webinars, in-ofﬁce consultations and training both administration staff and treatment coordinators on how to successfully implement aligner orthodontic into their practice.

TREATMENT COORDINATOR CDAII, CITY ORTHODONTICS — 2003-2018 15 years of creating a customized patient experience along with renowned Align educator, Dr. Willy Dayan. Integration of customized consultations based on personality proﬁle assessments to better understand patient concerns and needs. Incorporation of hospitality service into the orthodontic ﬁeld too create a unique patient experience. Educating patients of the consequences of malocclusion along with other key issues. Reviewing treatment plans, details, payment plans and providing insurance predeterminations. Exceeded sales targets month over month.

CAFIKMARTINCOACHING.COM | [lauracafikmartin@gmail.com](mailto:lauracafikmartin@gmail.com) | 1-416-550-5102

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