



BETHANY PETTY

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hellobethany.com

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Company Background

Bethany Petty is a practice management consultant that breaks the mold. In an effort to remove herself from the abrasive consultant persona, Bethany spent time receiving a Masters in Adult Education and a Masters in Health Communication, which enables her to present information in a way that dentists and team members understand and appreciate. Her approach is unique in that she customizes her suggestions and training to fit the individual personality and specific goals of the practice. Rather than approaching each practice with the same "Fix-It Guide", she evaluates the practice, talks with team members, and listens to the dentist before making any suggestions. She truly provides a customized consulting plan. In addition, Bethany has the heart to help dentists. She has a legacy of dental field professionals in her family, and she has had the privilege of helping her father to build, manage, and maintain a successful family practice. With the heart to serve dentists, she has made a difference in practices all over the nation.

Education

August 2007-May 2010

University of North Texas

M.S. in Communication, Health Communication

- Participated in various communication courses to further my knowledge of communication in the health care setting, specifically focusing on communication between health care providers and patients
- Received the distinguished "Outstanding Graduate Research Project" for the research conducted on the impact of a companion in the treatment or exam room

August 2003-May 2007

Dallas Theological Seminary

M.A. in Christian Education, Adult Education

- Excelled in courses that taught didactic methods, teaching styles, course design, effective adult-learner "classroom" management techniques, public speaking, and adult-learner motivations.

August 1999-May 2003

Ouachita Baptist University

B.A. in Speech Communication and Christian Education

- Engaged in communication courses such as interpersonal communication, public speaking, leadership, small group communication, and organizational communication

Work Experience

April 2010 – Present

Bethany, Practice Happy

Founder

- Evaluate the team and audit the practice to find weaknesses and areas for growth
- Design training that incorporates employee feedback to ensure implementation of new systems
- Support the dentist/owner with all aspects of the practice, reducing the stress of business ownership

August 2009-August 2011

Collin County Community College

Associate Professor of Communication, Business Communication

- Inspire adult-students in the fields of Public Speaking, Business Communication, and Fundamentals of Communication
- Design course plans and goals
- Advise students on ways to become better students, speakers, and communicators

June 2007-June 2010

LearningRx

Business and Marketing Manager

- Analyze existing marketing tactics and research/implement new tactics
- Evaluate the marketing trends and opportunities in the DFW area and work to infiltrate into a saturated market
- Schedule and organize a variety of marketing activities and events

December 2004-June 2007

Dr. Randall D. Jones, D.D. S.

Office Manager and Practice Administrator

- The dental practice was failing and in danger of bankruptcy. I was asked to join the team and evaluate the financial and operational failings as well as implement the necessary corrective systems and strategies. When I left the practice 2.5 years later, it was thriving. My other responsibilities included:
- Interview potential employees, hire employees, terminate employees, and manage the team to achieve their maximum potential
- Prepare for daily and monthly staff meetings, facilitate staff meetings
- Calculate monthly goals, monitor monthly goals, and find ways to achieve new goals
- Collect monies owed; investigate/pursue account balances; Implement collections standards
- Measure proper budget percentages, consistently evaluate office production versus office overhead and cut spending where necessary
- Implement customer service strategies to improve patient satisfaction
- Present treatment plans to patients, encourage comprehensive care, and monitor acceptance
- Evaluate and revise advertising, marketing, and branding activity, create advertisements, and analyze prospect responses
- Conduct and implement phone training and evaluate new patient conversion rate

August 2005-May 2007

Ouachita Baptist University

Professor of Speech Communications

- Build objectives and course design (develop lesson plans)
- Advise students on ways to become better speakers, students, and professionals
- Facilitate classroom discussion