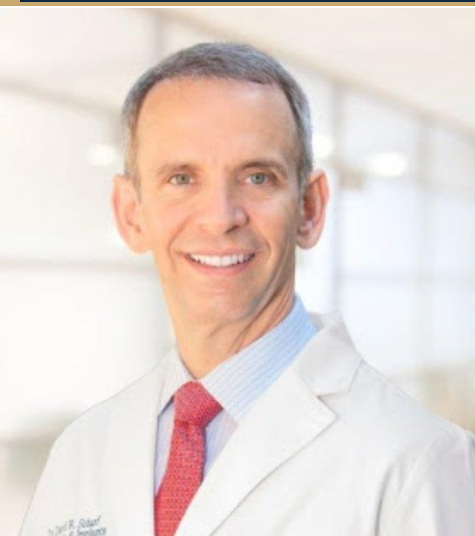




Dr. David Scharf is a board-certified periodontist and internationally acclaimed lecturer with over 30 years of experience empowering healthcare professionals to elevate their practices. Recognized as an expert in the psychology of ethical influence and its application to healthcare, and as one of a select few formally trained in this science, he translates these powerful principles into actionable strategies that elevate the patient experience, increase case acceptance, and drive measurable practice growth.

As a highly sought-after speaker, Dr. Scharf has captivated audiences worldwide with his dynamic and engaging presentation style. His programs go beyond theory, equipping attendees with practical, no-cost strategies they can immediately implement to enhance patient compliance, foster team collaboration, and achieve measurable practice growth.

Dr. Scharf has presented programs at the Academy of Periodontology, the Academy of Osseointegration, the North American Society of Periodontists, Seattle Study Clubs, New York University College of Dentistry — Department of Continuing Education, Guyana Ministry of Health, Dr. Travel Seminars, and many more.

SPEAKER CONTACT & BOOKING INFORMATION

Dr. David Scharf, DMD

To schedule Dr. Scharf for your event, contact him directly:

Email: DavidRScharf@gmail.com

Phone: (631) 495-1110

HAS PRESENTED AT



Dr. Scharf consistently delivers programs that are relevant, engaging, practical, and immediately actionable — rated among the highest by attendees at every engagement.

Getting to Yes: Confidence, Integrity & the Science of Influence

Applying the Principles of Persuasion to Elevate Case Acceptance, Patient Compliance, and Team Communication

A Program for the Entire Dental Team • 1–4 Hours • All Experience Levels

COURSE DESCRIPTION

No amount of clinical skill matters until a patient says yes — yet most dental professionals receive little to no training in the science of communication and influence. This dynamic, evidence-based program introduces dental teams to the psychology of ethical influence and the foundational principles that shape human decision-making. These principles — including reciprocity, commitment and consistency, social proof, authority, liking, scarcity, and unity — are not sales tactics.

They are ethical, research-backed frameworks that help clinicians and their teams communicate more effectively, build deeper patient trust, and guide patients toward the care they truly need. Participants explore how each principle shows up naturally in the dental environment and leave with immediately actionable strategies — subtle shifts with outsized impact. You will walk away with greater confidence in your communication and a practical toolkit you can use the very next day.

LEARNING OBJECTIVES

- 1 Identify the seven principles of influence — reciprocity, commitment and consistency, social proof, authority, liking, scarcity, and unity — and describe the psychological mechanism behind each.
- 2 Apply at least three principles of influence to common dental scenarios, including treatment plan presentation, overcoming patient hesitation, and appointment scheduling conversations.
- 3 Implement a minimum of five low-effort, high-impact communication adjustments that can be introduced into daily practice immediately following the course.
- 4 Recognize opportunities to apply the principles of influence in team leadership, staff motivation, and interdepartmental communication within the dental practice.

What Attendees Walk Away With

- A clear understanding of the seven principles of ethical influence and how each applies to daily practice
- Practical, no-cost communication strategies implementable the very next day
- Greater confidence in treatment presentations, patient conversations, and team leadership
- A firm grasp of where ethical influence ends and manipulation begins — and how to stay on the right side

"This is a delightful and engaging combination of valuable and practical information presented in a humorous and actionable manner. I could listen to him for hours."

— **Lucynda Raben**

"This is a very well organized, informative course presented in a relaxed environment. Dr. Scharf does a great job making it easy to understand and implement."

— **Attendee**

Contact Information

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The Moment Before Is the Moment That Matters Most

Master The Science of Preparing Patients To Say Yes — Before You Ever Present Treatment

A Program for the Entire Dental Team · 2 Hours · All Experience Levels

COURSE DESCRIPTION

What if the biggest driver of case acceptance wasn't what you say — but what happens just before you say it? This course reveals the science behind what happens before the treatment conversation — the strategic process of preparing patients to be receptive to a message before they ever hear it. Patients don't evaluate treatment information objectively; they respond based on the mindset they're in at the moment of decision. That mindset is not fixed — it can be intentionally shaped.

Most clinicians attempt to improve case acceptance by explaining treatment in greater detail, presenting more options, or adjusting financial arrangements. But research shows that small, strategic shifts in attention, environment, and communication — made just before the conversation begins — can dramatically increase trust, perceived value, and yes-decisions. These are subtle shifts with outsized impact — easy to apply, yet highly effective.

Participants will learn how to guide patient attention, shape decision-making mindset, and follow a proven framework for maximum impact — exploring the strategic use of language, environment, imagery, contrast, and ethical anchoring, all without pressure or manipulation. Guided by a simple standard: Is it honest? Is it natural? Is it a win-win?

LEARNING OBJECTIVES

- 1 Describe how patient mindset and attention influence decision-making before clinical information is delivered.
- 2 Describe the role of attention as the "currency of influence" and identify key factors that direct patient focus in clinical and digital environments.
- 3 Apply a step-by-step framework to design patient interactions and workflows that shape mindset and improve case acceptance.
- 4 Apply the contrast principle to improve perceived value and clarity when presenting treatment options and financial plans.
- 5 Implement practical, evidence-based pre-suasion techniques that increase case acceptance without coercion, pressure, or manipulation.

What Attendees Walk Away With

- A clear understanding of how a person's mindset will influence their decisions.
- Practical, easy-to-implement strategies to shape a patient's mindset to be more receptive to treatment
- How to use anchoring to increase case acceptance.
- The magical question you can ask a patient that has been proven to increase case acceptance 30%

"This is a very well organized, informative course presented in a relaxed, collaborative environment. Dr Scharf does a great job of making it easy to understand and implement. — Jonathan

Contact Information

Dr. David Scharf · DavidRScharf@gmail.com · (631) 495-1110

AUDIENCE FEEDBACK

100%

Found the session valuable

98%

Would hear Dr. Scharf speak again

98%

Rated content relevant & engaging

98%

Rated it practical & actionable

WHAT MEETING PLANNERS SAY



sga DENTAL PARTNERS®

Michelle Houglund

Regional Marketing Referral Director, Specialty Practices
SGA Dental Partners

"We had the honor of hosting Dr. David Scharf as our guest speaker for our Periodontal Associates of Memphis Doctor Study Club and Referral Appreciation Seminar. The topics he covered were very insightful with immediate opportunities to apply in our dental specialty practices and life in general. Our referral guests were engaged and asked great questions throughout his presentations. He was a joy to get to know, attentive, an excellent communicator throughout scheduling and event planning. Highly recommend."



North American Society of Periodontists

NASP

Pelley Brown

Executive Director
North American Society of Periodontists

"Dr. Scharf delivered exceptional value and a fresh perspective on patient communication unlike any presentation we've previously hosted. The audience was fully engaged from start to finish, leaving with immediately usable strategies. The program struck the perfect balance of science, practicality, and engagement. Dr. Scharf was also one of the easiest speakers we've ever hosted — professional, collaborative, and easy to work with. He exceeded expectations, and we would absolutely invite him back again."

WHAT AUDIENCES SAY

"This is a delightful and engaging combination of valuable and practical information presented in a humorous and actionable manner. I could listen to him for hours."

— Lucynda Raben

"I look forward to implementing the tools I've been given to improve my interactions with patients and team. The topics discussed will not only be useful at work but in my personal relationships." — Attendee

"He was very informative and engaging. Helped look at things from a different perspective."

— Shannon

"Great advice regarding perspective and relevance when tackling difficult situations and engaging in personal conversations with patients."

— Attendee

"Dr. Scharf is a very knowledgeable presenter. His use of "Big Bang Theory" clips was also spot on."

— Bailey Bevan

"Very thought provoking! Well done."

— Michelle Houglund

"Amazing interaction with people. He is real and engaging. Makes one think about how we talk to patients."

— Mitchel Godat

"Small bigs! Great small things that can make a big difference in your practice."

— Margaret Anne Detmer

"Valuable information that isn't "common sense". It's scientifically backed and has been proven to work."

— Jonathan

"Relative, engaging, and informative!"

— Tiffany Garth

"It's practical information to help us with our jobs at work but every aspect of life."

— Mary Lynn Smith

"This is a very well organized, informative course presented in a relaxed environment. Dr. Scharf does a great job making it easy to understand and implement."

— Attendee