

**Design Document**  
**Core Values & 2024 Practice Goals Course**  
**The Tooth Dental & Orthodontics**

<i>Business Purpose</i>	<p>The Tooth Dental and Orthodontics is known for its professional and friendly atmosphere putting patients first. This is a direct result of the leadership and employees. With the company's success and growth, not all new employees are receiving the same information during the onboarding process.</p> <p>The purpose of this training is to educate existing employees and then new hires going forward, to define the company's core values, identify those core values in different situations, and be able to demonstrate the core values in scenarios in order for customers to receive a "5 Star Experience" and for the company to achieve 35 stars per month in the orthodontic practice.</p> <p>As a result of the knowledge gained from this training, Company Dental and Orthodontics will see twenty-five 5 Star Google Reviews per quarter, 155 new dental patients per month, and 35 patients starting ortho treatment each month.</p>
<i>Target Audience</i>	All existing employees upon training launch. From there, only new hires going forward.
<i>Training Time</i>	15 - 20 minutes
<i>Training Recommendation</i>	<ul style="list-style-type: none"> <li>• Because The Tooth Dental and Orthodontics has employees working various schedules each week, asynchronous e-Learning is the best mode of training. It can reach all employees regardless of work schedule.</li> </ul>
<i>Deliverables</i>	<ul style="list-style-type: none"> <li>• Storyboard including script</li> <li>• 1 e-Learning course <ul style="list-style-type: none"> <li>o Developed in Articulate Storyline</li> <li>o Text-to-speech voice narration</li> <li>o Includes three main topics with scaffolded learning through interactive content</li> <li>o Includes at least one scenario</li> <li>o Includes two knowledge checks</li> <li>o Includes a final graded evaluation</li> </ul> </li> </ul>

<i>Learning Objectives</i>	<p>By the end of this course, participants will be able to:</p> <ul style="list-style-type: none"> <li>• Define the company's core values.</li> <li>• Identify the company's core values.</li> <li>• Demonstrate the company's core values.</li> </ul>
<i>Training Outline</i>	<p><b>Introduction</b></p> <ul style="list-style-type: none"> <li>• Welcome</li> <li>• Navigation</li> <li>• Introduction</li> <li>• Learning Objectives</li> </ul> <p><b>Topic: Core Values</b> Introduce Core Values</p> <ul style="list-style-type: none"> <li>• Definition of Initiative, Hustle &amp; Adaptability <ul style="list-style-type: none"> <li>o Example of each</li> </ul> </li> </ul> <p><b>Topic: W.I.G.S. Dental</b> Scenario of reaching the goal of a happy customer giving a 5 Star Google Review</p> <ul style="list-style-type: none"> <li>• Consistent Process <ul style="list-style-type: none"> <li>o The Patient Journey</li> </ul> </li> <li>• New Patient Comprehensive Exams</li> <li>• Retention</li> <li>• Growth</li> </ul> <p><b>Topic: W.I.G.S. Orthodontics</b> Scenario: Transition of growth in dental practice leading to growth in orthodontic practice where 35 stars are earned for the month.</p> <ul style="list-style-type: none"> <li>• Teamwork: whole office plays a role</li> <li>• Hygienists &amp; Doctors → Refer Existing Patients to Ortho → Consultation → New Patient</li> <li>• Increased Consultation Count</li> <li>• Appointment Availability</li> <li>• Optimized Consultations</li> <li>• Follow-Up Contact</li> </ul> <p><b>Final Evaluation</b></p> <p><b>Congratulations</b></p>
<i>Assessment Plan</i>	<p><b>2 Knowledge checks throughout course</b></p> <ul style="list-style-type: none"> <li>• Define core values</li> <li>• Identify core values</li> </ul> <p><b>Final Evaluation</b></p> <ul style="list-style-type: none"> <li>• 5 graded assessment questions</li> <li>• 80% or better to pass</li> <li>• Unlimited times allowed to earn passing score</li> </ul>

