

Meet Travis A. Frederickson



Maximize the talent and ability
of the doctor and team

Achieve greater patient
satisfaction and profitability

Increase practice sustainability
and a sense of accomplishment

Education

- Educational Administration Specialist; University of Idaho, 1997
- Masters in Education; Administration University of Idaho, 1992
- Bachelors of Science in Education (Health Education Major, Athletic Training Minor); Northern Arizona University, 1985
- NTLA Certified Trainer, 1985

Publications

- The Patient Experience: 4 Lessons from Disney to Dentistry
- The Patient Experience: 4 Lessons from Disney to Healthcare

Bill & Melinda Gates Foundation Challenge Grant

Served as Idaho project director for research, curriculum development, and training. This project has trained 2/3 of Idaho Administrative staff in leadership and technical ability to understand the critical role of data in the educational process.

National Teacher Leadership Academy

Director of the National Teacher Leadership Academy since 1995. This high impact training course is meant to develop educational leaders from the inside out.

Training

Travis has trained thousands of individuals from both private and governmental institutions in leadership and the data used to inform leadership.

With a deep understanding of the unmatched value of the Patient Experience, **Travis Frederickson** knows what it takes to attract and retain patients and is able to masterfully share these concepts in his speaking presentations. His presentations focus on:

 **The Patient Experience** - Transforming a practice from 'practice' to 'patient' centered, helping create patients who are loyal to the practice.

 **Practice Leadership** - Using the leadership principle of having a true guiding vision, teaching how the effective use of Vision transforms the thoughts and actions of the practitioner and each team member.

With 30 years' experience speaking, writing, and consulting with small businesses and government entities, Travis's focus has been within the dental and medical professions for the past decade. He is the founder and president of C4 Practice Services, a consulting firm focused on the Patient Experience for both dental and medical practices.

Travis holds undergraduate degrees in health education and athletic training, with advanced degrees in leadership and administration, and is formally Disney trained. Combine that education with his experience, and you will be enriched with high-quality education that can be implemented immediately with lasting results.



C4 Practice Services
Character • Creativity • Communication • Culture



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