

The Institute of dental Business  
**Speak the same Language as your patients**  
**2017**



Making good practices great



together making your good practices great

## Which of these apply to you?

- ✓ I feel like you are not being listened to?
- ✓ I often wonder if you have been understood?
- ✓ I want to convert more treatment?
- ✓ I get the sense that your patients do not understand what you are telling them?
- ✓ I get frustrated that patients don't want the best treatment available?
- ✓ My patients often want to go away and 'think about treatment'?
- ✓ English is my second language and I can feel misunderstood?
- ✓ I often wondered why so many people are learning NLP?

If you answered yes to any of these questions you may also feel that you and your patients are speaking different languages or in some way are not connecting as well as you could.

If so, this is the perfect course for you.

Speak the same language as your patients is an interactive workshop style seminar for the entire dental team. As a result of attending this unique dental master-class, your team will learn new communication skills and be inspired in how they use them benefitting your patients in amazing ways.

This course will teach all members of the team effective communication.

### **Areas to be covered include;**

- ✓ Rapport building
- ✓ Language predicates
- ✓ Linguist distortion deletions and generalisations
- ✓ Listening skills
- ✓ eye accessing cues
- ✓ Overcoming conflict
- ✓ Dealing with objections
- ✓ and much much more

2 Hall Cottages, Grendon Underwood, Aylesbury Bucks, HP18 0SZ  
E: [info@healthyandwealthy.co.uk](mailto:info@healthyandwealthy.co.uk) Web: [www.healthyandwealthy.co.uk](http://www.healthyandwealthy.co.uk)  
T: 01296 770462 M: 07989757884

Registered in England and Wales: **Healthy and Wealthy Ltd** Company No: 6269885 (Companies House, Cardiff, 5th June 2007)  
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### **As a result of attending this course you will**

- ✓ Be able to communicate more effectively with your colleagues suppliers and patients
- ✓ Understand how to prevent and resolve conflict
- ✓ Build rapid and deep rapport
- ✓ Listen really well
- ✓ Improve the patient experience

### **What are your motivations for attending?**

- ✓ Do you want more patients?
- ✓ Do you want more money?
- ✓ Do you want more time?
- ✓ Do you want a more reliable team?
- ✓ Do you want a significantly better quality of life?
- ✓ Do you want sustainable results quickly?

Whatever you want for you and your practice, learning to speak the same language as your patients is key

### **Who is this course designed for?**

- ✓ Dentists, Principals, Associates, RFD's and specialists
- ✓ Hygienists, therapists and technicians
- ✓ DCP's nurses, receptionists Practice Managers and patient Care- Co-ordinators.

This is one of Jane's most popular programmes and it is an excellent entry level programme for anyone who wants to;

- Improve their communication skills,
- Improve their leadership
- Become a coach, mentor or tutor
- Improve their treatment plan conversion rate
- Enhance their communication with patients, colleagues, family and friends
- Learn about NLP

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The day is ideal for all members of the team so you should definitely bring along your hygienists, nurses and non-clinical staff.

Practices that embrace “Speak the same language as your patients” will be fulfilling some of their requirements for diversity and equality, and will have a significant impact in other CQC areas, such as Regulation 17 – Respecting and involving service users, Regulation 18 - Consent to care and treatment and others besides.

1.2 in the GDC standards requires that “you should be aware of how your tone of voice and body language might be perceived”, this programme gives you all these insights.

### **Course aims**

To enable delegates to build rapid and lasting rapport with their patients and staff and develop non-linguistic and linguistic skills that will enable you to become more effective and influential communicators.

### **Anticipated outcomes**

To provide delegates with ways that non – verbally they can build and enhance rapport

Identify other people’s preferred language patterns and communicate in their style.

Venue Bicester ( just round the corner from Bicester village shopping outlet open until 20:00)

Time 9:00 – 17.00 (Registration 8:30- 8:45)

vCPD 8.0 hours

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Investment

Incentives and preferential prices for early booking

Lunch and refreshments provided

### **About your trainer**

Your trainer and coach, Dr Jane Lelean, is the only dentist in Europe who has been accredited by the International coach federation as a Professional Certified Coach. Jane Currently works with Dentists and other entrepreneurs in UK, Europe and as far away as USA and Australia, helping them achieve more patients, more money, more time, a significantly better quality of life and achieving results in 3-6 months. Jane has a unique blend of experience and expertise combining her roles as a dentist, practice owner, commercial experience and coach.

**“Jane, “You are a pretty Yoda full of wisdom”**

A Wilkinson Buckinghamshire

### **Why would you want to come on this course?**

- ✓ You have too few patients or not enough treatment to fill your days
- ✓ You want to do more exciting and rewarding treatment.
- ✓ You want to become fully private or become less dependent on the NHS
- ✓ You are about to or have just bought a practice
- ✓ You have financial concerns
- ✓ You are you short of time, rushing around and not getting everything done
- ✓ You are you unhappy with your quality of life, at work or at home, feeling tired, fed up, sick, poor quality relationships and not enough fun or recreation?
- ✓ You have staff problems or your team is not performing as well as it could or should.

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- ✓ Your staff meetings and team reviews leave something to be desired
- ✓ You are developing your career and becoming a mentor trainer or tutor?

How would it be,

- ✓ If you found it easy to understand and to be understood?
- ✓ If you knew a simple fool-proof ways to become a more influential communicator?
- ✓ If your receptionist was easily able to convert every enquiry into to a booked appointment?
- ✓ If you knew how to put patients at ease in seconds without saying a word?
- ✓ If you knew how to present every treatment plan so your patients “got it”?
- ✓ If you could run staff meetings, reviews or tutorials really effectively?
- ✓ If you knew how to create a steady stream of patients to your practice that loved what you do they stay with you for a life time.
- ✓ If you could transform your practice quickly and easily?

**“It was brilliant you must come”**

### **What this course will give you**

Speak the same language as your patients is a unique one day master-class delivered by one of the UK’s leading Dental Business coaches, that simply and ingeniously shows you how to become a really effective communicator..

This course has a limited number of delegates to ensure that you get individual attention, and your questions answered.

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Do please share the details of Speak the same language as your patients with your friends and colleagues, and recommend it to them now. Thank you.

**“I have got everything I was looking and most importantly I now have clarity and I know where I am going”**

Dr C Reynolds Principal Dentist Eire

### **What is included in your day**

- ✓ Speak the same language as your patients and its simple steps to make your good practice great
- ✓ This unique master class is a walk through all the steps that are essential for you to have a sustainably successful communication.
- ✓ A delightful mix of training, activities, playful educational game, presentations, Q&A and application to practice, and some of the tools used by Anthony Robbins, Paul Mckenna, Derren Brown and other influential communicators.
- ✓ Healthy lunch and refreshments
- ✓ Workbooks and manuals

### **The main themes are**

- ✓ What are rapport and communication?
- ✓ How do your patients communicate?
- ✓ How to know what other people are thinking
- ✓ Words of influence
- ✓ How to mind read your patients through their eyes
- ✓ Metaphors and stories

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- ✓ Metaprogrammes in communication

### **What will the difference be when I get back to practice?**

You will know what to do, how to do it, when to do it and who should do it.

You and your team will be able to work together with a common goal and understanding

Your patients will be more receptive to what you are offering.

You will have much improved team

You will feel far more confident in your communication

You will understand and be understood

**“It was worth the money spent and can implemented achievably”**

Dr Michelle Wyngaard – Principal dentist- Suffolk

Are you ready to join now, yes?

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### **Some common questions you may also be asking**

- ✓ **I don't have time to do all this extra stuff, can't I just do the dentistry?**

Yes I know many others including me have felt that way, and you will find that when you learn how to communicate really effectively you will find it easier to ask others to do what they need to so you can do the dentistry.

#### **“Interesting and inspirational to improve working methods”**

Maria Keady, Principal Dentist Norfolk

- ✓ **Could I just send my Manager?**

Yes you could, and I don't think you would get the outcome you want, improve the communication of the whole team. Imagine what I could be like if every member of your team were speaking the same language as your patients and were effective listeners and communicators, what difference would that make?

#### **“Very Inspiring”**

Garrett MacEnri, Practice Manager Co Fermanagh

- ✓ **Can I bring all my team?**

I love your style, yes of course you can, it will make your life so much easier the transitions smoother and will save you time and money. Bring them all Nurses, receptionists, managers, hygienists, therapists, associates and your life partner and spouse too.

#### **“Jane brings it to a level that everyone can understand Thank You”**

Zelda Palmer Dental Nurse Northern Ireland

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- ✓ **I get on well with my patients, and it is at home I am not understood, will this help?**

Absolutely, communication, is communication, is communication, when you recognise and can chose to use various language patterns depending on who you are talking to, that is when you become an influential communicator and things improve at home.

**“Thank you Jane, For opening my eyes, before working with you I feel I was walking around with my eyes and ears shut , you helped and encouraged me during very hard times in my business. Because of your guidance, training, coaching and knowledge that you have given me, today I am much healthier and wealthier person.”**

Forouzan Pessian Prosthodontist London

Are you ready to sign up now?

If you have any questions that you want to ask Jane before you sign up Call 07989 757 884 or e mail [Jane@IODB.co.uk](mailto:Jane@IODB.co.uk)

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### Other services that can be provided

Patient Centred Sales – BEST CHOICES	In house from	£5000*
	Open course from	£2500
Diagnosis day		£1995*
Review, Celebration and Target setting (RCT)	monthly or quarterly	£900*
Consideration, planning and decision making (CPD) for Principals		£1995*
Springboard Success Coaching Sessions		£350*
Development Dynamo		£900*
Transformational Team Training		£4000*
Leading Practice Matters 2-day retreat		£3500*
Bespoke		AOR

\*Excluding VAT, travel and subsistence

All investments are correct at time of publishing for 2017, for post 31<sup>st</sup> December 2017, call 07989 757 884 for more information.

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