

The Institute of dental Business
The Practice Success Formula
2017



Making good practices great



together making your good practices great



“How much business skills training were you given at dental school?” When I ask this question to a group of dentists irrespective of when they qualified they answer “None”
Within a year of qualification most dentists have become self-employed and are effectively running their own business without any guidance. This continues and often dentists become practice owners, responsible for a valuable business and their team, still with little business skills training. Every week that passes, I am contacted by practice owners and their managers because they want to discover a way to make running a dental practice easier and less stressful. The Practice Success Formula will show you how to do this.
The Practice Success Formula is a comprehensive framework for a stress free profitable practice.

Consider for a moment, do you

- ✓ Love dentistry and hate the admin?
- ✓ Want more time with patients?
- ✓ More patients with treatment needs that interest you?
- ✓ Want more predictable income?
- ✓ Want more guilt free time away from work?
- ✓ Want a more reliable and engaged team?
- ✓ Want a significantly better quality of life?
- ✓ Want sustainable results quickly?
- ✓ Want to be confident that you will pass CQC on leadership?
- ✓ Understand importance of working on your business and not in your business and yet don't know what to do?
- ✓

If you answered “Yes” to any of these statements The Practice Success Formula is perfect for you. Help is at hand, The Practice Success Formula that will show you how to make your good practice great.

2 Hall Cottages, Grendon Underwood, Aylesbury Bucks, HP18 0SZ
E: info@healthyandwealthy.co.uk Web: 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)
Registered Office: Unit 9D/Upper Wingbury Courtyard Business Centre Leighton Road Aylesbury HP22 4LW



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"The Practice Success Formula, is a unique and essential dental business master-class for the whole team."

Dates Various throughout the year -please view Eventbrite for the next date.

<http://healthyandwealthyandtheinstituteofdentalbusiness.eventbrite.com>

Venue Various- Please check Eventbrite for locations

<http://healthyandwealthyandtheinstituteofdentalbusiness.eventbrite.com>

Time 9:00 – 17:00 (Registration 8:30- 8:45)

vCPD 8.0 hours

Lunch and refreshments provided.

Why do Dental practices benefit from business skills coaching and training?

Talk to a group of dentists and their team members about their day to day experiences and very quickly you will discover a number of common causes of stress and worry. These are listed below.

Money- not enough, not predictable, fees too low, too much reliance on NHS, pressure to use cheaper (poor quality) materials and equipment, difficulty paying bills on time, money going missing, etc.

Time – Too much to do and not enough time, not enough time to treat patients, having to delay patients, empty appointment books, squeezing patients in, double booking, running late, no time for meetings, etc.

Team – High turnover, unable to recruitment, poor attendance, failure to follow instructions, lack of commitment, unwillingness to learn, don't get on, power struggles, inappropriate relationships, distracted, etc.

Patients – Too few, too many needed maintenance, too dependent on NHS, not participating in own health improvement, too many failed to attend and late cancellations etc.

Are any of these familiar to you? Fortunately, when you know what to do every one of these challenges is preventable and resolvable. Would you like to learn how?

How would it be?

- ✓ If you knew a simple fool-proof way to make your good practice great?
- ✓ You and your team always worked well together with a shared common vision, and you were able to delegate most of your 'jobs'?
- ✓ 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 be certain that you could offer great dentistry at a price that is fair to your patients and rewards your and your team well?
- ✓ If you have the free time to do the things that you want with the people you love, when you want.
- ✓ If you could transform your practice quickly and easily?

“It was brilliant you must come.”

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What the day brings

The practice success formula gives you a refreshing three step approach to running a predictably successful practice.

Aims

- ✓ To give you tips and tools that are guaranteed to improve your practice.
- ✓ To give you a framework that the whole team can engage with.
- ✓ To give you the confidence to make your good practice great.

Objectives

- ✓ For you to have a plan and a framework to improve the practice
- ✓ For your team to understand how they can lighten the load

Who will benefit from the Practice Success Formula?

Dentists

- ✓ Who own a practice and aspire to be the best in their area, and are committed to continual improvement.
- ✓ Who already own a practice and are fed up with the status quo, and the never-ending demands on them

Associates

- ✓ Who are planning to run their own practice within the next five years and want to avoid the expensive mistakes so many others make.
- ✓ Who want to be 'career associates' and work in the most best practice (s) and have a fulfilling career.

Practice Managers

- ✓ Who are new to the role, either having been promoted from a nurse or new to dentistry
- ✓ Who are experiencing overwhelm from all that is demanded of them

Dental nurses and receptionists

- ✓ Who want to see and experience the practice being the best it can be.
- ✓ Who would like to progress their careers and take on more managerial and administration duties

The whole team

"Great things in business are never done by one person. They're done by a team of people."

Steve Jobs

The smooth running of your practice is dependent on your team, so this unique master class has been designed to share the essential 3 steps with all your team to help them help you.

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What to expect from the day

- ✓ The day is designed to ensure that it provides you will excellent value for money and uses the principles of evidence based learning techniques. It will be mixture of informal lectures, self-guided learning and group discussions. We will address generic problems in dental practice and how to prevent and overcome them, and, if you want, you will have the opportunity to bring your personal challenges.
- ✓ You will leave with bags of enthusiasm and confidence and lots of tips and tools you can implement immediately.
- ✓ If you chose to bring all your team, you will leave with a more committed, eager and supportive team who are more able to support you in the growth and development of the practice.
- ✓ The Practice Success Formula is a unique one day master-class delivered by one of the UK's leading Dental Business coaches, that simply and ingeniously shows you the essential three steps to running a successful practice, though the medium of dental anatomy.
- ✓ This course has a limited number of delegates to ensure that you get individual attention, and your questions answered.

CPD 8 hours verifiable CPD.

Venue Various- Please check Eventbrite for locations

<http://healthyandwealthyandtheinstituteofdentalbusiness.eventbrite.com>

Locations are chosen to have good access to train stations, motorway intersections and free parking.

Time 9:00 – 17:00 (Registration 8:30- 8:45)

Lunch and all day-refreshments provided.

The main themes are:

- ✓ How to be successful in the business of dentistry?
- ✓ How do I find the time to be a practice owner and a successful dentist?
- ✓ How do I charge the right prices?
- ✓ How do I find more patients?
- ✓ How can I do more of the dentistry I really enjoy?
- ✓ Where do I find the right staff?
- ✓ How do I have time for myself and my family?

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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
- ✓ You will see the business of dentistry in a new and exciting light.
- ✓ You will have tips and tools that you can implement immediately.
- ✓ You will be able to attract the right patients.
- ✓ You will be able to charge the correct fees.
- ✓ You will be able to take more time off and have a better quality of life.

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

Dr Michelle Wyngaard – Principal dentist- Suffolk

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.

“I have got everything I was looking for and most importantly I now have clarity and I know where I am going.” Dr C Reynolds, Principal Dentist, Eire

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Frequently asked questions

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 run the practice so it runs itself, you will have a really successful practice that you can run from arm's length and have time to do the dentistry or whatever you want to.

Your practice is the most valuable asset you will ever own, do you really want to hand full responsibility of its direction and success over to someone else with no input from yourself? This day will help you give greater support and guidance to your Practice manager and team so you can spend more time on the dentistry.

“Interesting and inspirational to improve working methods.”

Maria Keady, Principal Dentist, Norfolk

Could I just send my Manager?

Yes you could, if you are satisfied with a practice that is not performing as well as it could and may not support you in retirement. The practice is your business, your manager needs leadership and guidance from you to take your practice where you want it to go. Just like a boat needs a captain and a helmsman, your practice needs you and your manager.

“Very Inspiring”

Garrett MacEnri, Practice Manager, Co Fermanagh

I know the practice is not in great shape, can I wait a while before I make any changes?

What happens to your patient's teeth and gums when they put off treatment because it is 'It's not that bad' or 'It doesn't really hurt that much'? That's right, when the problem really does flare up it is really painful, more expensive, more time consuming, and much more hassle and in many cases the tooth can't be saved, do you want that for your practice? As the proverb says, “A stitch in time save nine.”

“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

Can I bring 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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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)

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 31st December 2017, call 07989 757 884 for more information.

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