



**“The Program gave us the tools to build and sustain a flourishing business.”**

**Dr. Adam Mattsson**  
Dentist and Owner, Hampstead Dental



# MOMENTUM MANAGEMENT PROGRAM

**The Momentum Management Program is a 24-month, comprehensive course which will teach you the business of dentistry. It's like a mini MBA!**

Momentum Management has been teaching dental practices in Australia and New Zealand how to run their business more efficiently and effectively for more than 20 years.

You will learn business skills, communication skills, leadership techniques, marketing, and team building.

## Would you like to achieve a 40% or more increase in turnover?

Our clients, on average, achieve 40% growth. We have done the research. We know you will feel less stressed, more organised and focused, make more profit and have more time off.

## These are real achievements

Our Managing Director Dr. Toni Surace is a practicing dentist. Like you, she is chairside. We've transformed hundreds of practices.

## The program works

- We help you build an exceptional practice.
- You and your team will embed **Momentum's 50 Practice Systems**.

You gain proven structure and performance protocols to flourish.

Every system has been structured with a win: win: win philosophy.

**A win for your patients.**

**A win for your team.**

**A win for your business.**



Dentistry is a relationship business. That's why we have the option available for us to come to your practice and work shoulder-to-shoulder with you. We visit because we know this is how we can help you achieve results.

## What you'll learn

Over the 24-month Program, you and your team will learn:

- Developing an Annual Plan
- Hiring and Training your Ideal Team
- Marketing for Practice Growth
- Improving Patient Care
- Strategic Planning
- Communication Skills
- Business Systems
- Personal Management
- Delegation
- Leadership

📞 1300 519 000

🌐 [momentummanagement.com.au](http://momentummanagement.com.au)

 **momentum**  
WE GET YOU GROWING.

# MOMENTUM MANAGEMENT WORKSHOP TOPICS

The Momentum Management Program includes eight (8) workshops, spread out across the duration of the 24-month membership period. Each workshop runs for two days. Of these eight workshops, four are designed for practice owners' attendance only, and four are designed to be attended by the entire team.

## OWNER ONLY

### WORKSHOP 1:

#### Leading the Way to Success

- Developing your Annual Plan – income, budgeting, expense and growth projections
- Key Performance Indicators
- Leadership
- Creating your own Mission, Vision and Values for your practice
- Marketing

### WORKSHOP 4:

#### How Far You've Come (and More on Managing Your Practice)

- Dentists set goals for second year of Program
- Problem Solving and Action Planning
- Personal Management and Contracting
- Defence/Success treadmills
- Hiring, training and induction
- Effective confrontation
- Performance Reviews
- Staff salaries, compensation and raises
- Reward and recognition programs
- Delegation

### WORKSHOP 6:

#### Advanced Case Presentation

- Overview of the six factors of influence and the psychology of persuasion (as developed by Robert Cialdini)
- Building rapport with patients using Neuro-Linguistic Programming (NLP)
- SPN selling (as developed by Neil Rockham and the Huthwaite Institute)

### WORKSHOP 8:

#### Strategic Planning - From the Past to the Present and Into the Future

- Time management
- Strategic planning
- Taking stock of where you are (strengths, weaknesses, opportunities, threats and stakeholders)
- Funding your retirement
- Time value of money



## ENTIRE TEAM

### WORKSHOP 2:

#### Improving Patient Systems – Part One

- Communication skills
- Overcoming Patient Objections
- Effective staff meetings
- Handling emergency patients
- Patient debrief
- Handling cancellations
- Managing delayed treatment
- Morning huddles
- Asking for referrals
- Creating appointment value and a reason to return

### WORKSHOP 3:

#### Improving Patient Systems – Part Two

- Increasing patient acceptance
- The Relationship Building Formula
- The new patient comprehensive exam and consultation
- Internal marketing
- Patient monitors
- A system for patient financial arrangements
- Collections
- Introduction of the business numbers to the team

### WORKSHOP 5:

#### Ensuring Ongoing Results

- Action planning
- Personality profiling using the DISC system
- Introducing the expanded Key Performance Indicators
- Creating a marketing plan for attracting and retaining high quality patients to your practice
- How to handle busyness issues

### WORKSHOP 7:

#### Putting it All Together – Elements and Pressure Point of the Mature Dental Practice

- Creativity and lateral thinking
- Problem solving and analysis tools
- Developing the Hygiene Department
- Conflict resolution amongst the team
- Confrontation skills for the team
- Team decision making processes

Workshop  
2

Workshop  
3

Workshop  
4

Month 1 to Month 12



Our Managing Director, **Dr Toni Surace**, took her practice through the Momentum Management Program in 2008 and loved what it did for her team and her practice growth so much that she bought the company! Toni has owned Momentum since 2012 and has developed and grown the content to work in dental practices today. She has used her further studies in Digital Marketing, Positive Psychology and Emotional Intelligence to expand the curriculum and to give practices the knowledge they need to thrive in the dental profession today.

*“The Momentum team and I are honored to be involved with hundreds of practices across Australia and New Zealand. We love helping you grow both personally and professionally.”*

*We really enjoy seeing you and your teams transform with our program. If you are serious about dental business then you need a team behind you that is well established, understands the profession and has the energy and expertise to help you grow. That's Momentum!”*

**Dr Toni Surace**



## Guaranteed

**Our name is our promise. We give you the momentum to succeed. The 24-month program means you:**

- Join the top 5% of dental practices in Australasia by joining a management program.
- Attend exclusive dentist/owner seminars run by leading dental professionals.
- Track your financial growth using industry benchmarks.
- Participate in specialty coaching calls to ease action plan implementation.
- Receive online practice resources and easy to customize policies and procedures.
- Ask for advice any time. We mean that. We are here for you.

## How are we different to other companies?

We are driven by building relationships – with you and your team, and with your team and your patients.

**Patients come FIRST ALWAYS.**

We will never push or coerce patients into treatment options and will only ever encourage you to treat your patients as if they were your family members.

## GET GROWING TODAY!

### CALL OR EMAIL US FOR MORE INFORMATION

📞 1300 519 000

✉ info@momentummanagement.com.au

🌐 momentummanagement.com.au



*“I confidently organised my business knowing I surrounded myself with the best people. Face-to-face visits helped me make challenging decisions wisely. Now I enjoy the fun environment at work and my time away.”*

Dr. Ayesha Aijaz

*“I was a busy practitioner with a family. I thought, “How do I develop and implement the systems I need as well as improve production and my bottom line?” Momentum provided the training and support my team needed while tailoring systems to suit me.”*

Dr. Andrea Perdis

*“Starting a new practice is daunting but the Momentum Management Program gave us the tools to make good decisions, hire the right staff, and drive our business to success.”*

Stephen Mattsson

Director, Smart Choice Dental

Purely and simply, we have

# HEART.

We are

**H**onest and Honorable

**E**nergetic and Enthusiastic

**A**ccountable and Appreciative

**R**eputable and Results Driven

**T**rustworthy and Transparent