

# DEVELOP AND GROW FROM GOOD TO GREAT

# DENTAL COMMUNICATION AND PRACTICE MANAGEMENT SHORT COURSES



## HOW TO GROW A GREAT BUSINESS: THE ESSENTIALS

Held in conjunction with  
The Practice Entrepreneur  
Network



16 March - Perth  
6 April - Adelaide  
27 July - Melbourne  
3 August - Sydney  
12 October - Brisbane

You will master four key areas:

- **Production:**  
Achieving targets, budgets and managing by numbers
- **Patients:**  
How to attract and retain your patients and offer them treatment that meets their needs
- **Processes:**  
Implementation of tried and tested systems and processes to run your practice effortlessly
- **People:**  
How to hire, train and retain the perfect team.

PeN has developed unique software that supplements and supports each area of your business as outlined above. Learn how these systems will streamline your business and ensure it is exceptional for years to come.



## HOW TO CREATE GREAT PRACTICE MARKETING

Held in conjunction with  
The Practice Entrepreneur  
Network



16 February - Adelaide  
30 March - Brisbane  
7 September - Sydney  
14 September - Melbourne

**A focus on marketing is essential for practice growth in 2019!** Attract and retain your ideal patient base, learn the essentials of digital and website marketing and build your marketing strategy. Learn all about the new marketing technology available to dental practices in Australia and understand why the focus now needs to be on leads and not just appointments.

## HOW TO BE A GREAT DENTIST: PATIENT COMMUNICATION AND CASE PRESENTATION

9 March & 17 August - Sydney  
31 August - Melbourne

Increase your production by mastering case presentations without selling, strengthen patient relationships using neuroscience, and improve dentist-patient etiquette. Build relationships with your patients and create loyalty towards your practice.

- Communication mastery beyond scripted verbal skills
- Ethical management of patients expectations, needs and wants
- Planning and preparation for case presentation
- How to present financial options to your patients without scaring them away

## HOW TO BE A GREAT HYGIENIST/ ORAL HEALTH THERAPIST

26 July - Melbourne  
2 August - Sydney  
11 October - Brisbane

Discover how to transform your hygiene/therapy department into the heart of your practice. Learn to delight patients and your dentists by providing exceptional oral health care.

- Build trust and lasting relationships with your patient base
- Enhance communication and education skills and motivate your patients to accept treatment recommendations
- Run the hygiene/therapy department like a business within a business
- Optimise your recall system
- Develop clinical protocols that streamline your services
- Support the dentists in your practice to provide comprehensive care

## HOW TO BE A GREAT CHAIR SIDE ASSISTANT

15 May - Sydney  
26 June - Melbourne

Apply the fundamentals of four-handed dentistry and anticipate your dentist's every need. Set up each day for success with a well-run morning meeting and support your dentist with engaging patient communication.

- Be more than just a person who does suction
- Run efficient sterilisation procedures
- Build the practice's reputation for truly caring

📞 1300 519 000

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

 **momentum**  
WE GET YOU GROWING.



## HOW TO BE A GREAT PRACTICE MANAGER

5 & 6 March – Melbourne  
19 & 20 March – Sydney

You are the key person of influence at the practice. Gain tools to build and sustain business success. Learn clear and practical solutions for immediate implementation in your practice.

- Manage finances, budgets and KPI's
- Effectively manage and motivate staff
- Handle conflict
- Efficiently manage schedules and workloads
- Implement marketing campaigns
- Lead and develop a strong team

## HOW TO BE A GREAT FRONT OFFICE COORDINATOR

14 May – Sydney  
25 June – Melbourne

Set the tone for the practice as you lead office morale and production. Learn advanced phone skills, handling objections, methods to maximise bookings, increase appointment commitment as well as how to structure the ideal day.

- Advanced phone skills for converting new callers into patients

- Methods to maximise bookings, handle emergencies, increase appointment commitment and prevent cancellations
- Crucial conversation methods to handle objections and reduce conflict
- Masterful communication skills to build patient loyalty

## PATIENT COMMUNICATION TEAM TRAINING

17 May – Melbourne  
14 June – Sydney

Learning how to communicate with your patients and your team for exceptional results. Communication is the key to success. Dental teams who can communicate are better liked and better attended.

Learn how to move from a good communicator to a great one in this intensive 1 day course.

- What is communication and how do we communicate with our patients?
- Building instant rapport with NLP
- Knowing how to communicate by determining a patients DiSC behavioural type
- Educating and encouraging our patients to see value in dental treatment
- How to communicate better through our your marketing
- Using emotional intelligence in the workplace and communication with your patients

## REGISTER ONLINE FOR SHORT COURSES AT:

[www.momentummanagement.com.au/course-catalog/](http://www.momentummanagement.com.au/course-catalog/)  
or contact us on **1300 519 000**

You will have the option to pay via credit card or a direct funds transfer. *Please note credit card fees apply.* Once payment has been completed you will be emailed the event confirmation and details.

## 2019 ONLINE COURSES

Join us for Momentum's essential Short Courses, presented to you in a flexible, accessible, pre-recorded **online** format. The available online courses are:

- Practice manager
- Case presentation
- Chair side assistant
- Front office coordinator
- Marketing

### SIMPLE TO USE:

All you need is a computer or tablet with internet access and speakers

### 30 DAYS ACCESS TO YOUR COURSE:

Allowing your whole team to learn everything they need

### AVAILABLE FOR USE AT ANY TIME:

Days, nights, weekends, or over a few days. The choice is yours!

### EARN CPD POINTS:

From the comfort of your own home or practice

### IN PERSON COURSES

**1 Day: \$850+GST per person**  
**2 Day: \$1700+GST per person**

### ONLINE COURSES

**\$850+GST per practice**

For more information please visit our website at  
[www.momentummanagement.com.au](http://www.momentummanagement.com.au)

If you have any queries please email

[events@momentummanagement.com.au](mailto:events@momentummanagement.com.au)

or call

**1300 519 000**