August

Date
Friday 24th August 2018

Time
Registration: 8.45am
Course: 9am-5pm

Venue
ADA House
54-58 Havelock St West Perth

Fee (inc gst)
$605.00
(Includes morn/aft tea & lunch)

Convenor
Dr Jenny Ball

CPD Hours: 6

Keep Your Practice Healthy

Happy Staff and Happy Patients

Presented by Dr Jesse Green

WA DENTAL CPD 2018 Courses

Course Outline:

This full day course will provide you with information on how to critically review the health of your dental practice and offer you some suggestions on how to improve it internally in relation to the dental team dynamics and in house operations, and externally by building your client base, not only from a financial aspect but by retaining the type of clients that you would like to treat and retain. The day will cover four sessions.

Topics to be covered are:

Session 1:

- Overview of an operating system for practice growth.
- Creating an elite team - why and how to consciously create a world class culture.
- Setting your team up for success (on boarding, training and clear performance expectations).

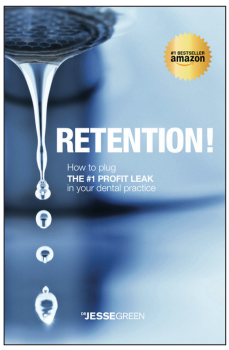
Session 2 and 3:

- Internal Marketing.
- How to recruit new patients, retain existing patients and reactivate those who have fallen through the cracks.
- Why everything we do builds or erodes trust.
- Building value for dentistry.
- How to prevent cancellations before they occur.
- How to handle price shoppers.
- Handling preferred provider enquiries.
- The 4 step method to generate word of mouth referrals.
- How to multiply appointment bookings.

Session 4:

- What to focus on.
- Difference between a critical driver and key performance indicator.
- Metrics for success.
- Create your own practice dashboard.
- Kan Ban methodology to problem solve common issues and then develop a personal action plan.

About the Presenter:



Dr Jesse Green is a dentist, entrepreneur, coach, best-selling author and renowned thought leader in the field of dental practice who specialises in working with dentists who want to work in an environment with a great dental team and provide high quality dentistry to their clients. A management format that offers numerous tools to assist your practice. Jesse started his earlier career in the Royal Australian Navy. After purchasing his own practice in 2004 he realised that practice ownership can be a lonely pursuit. Dentists aren't taught business at university and are unable to talk to family or friends because they "just don't understand" and are hesitant to talk to colleagues in a competitive marketplace.

In an over increasing, over competitive market, Jesse has made an art of assisting dentists to retain the best patients. He is the founder of a business management format that offers numerous tools to assist your practice. He is renowned for creating tailored solutions that deliver excellent results financially, and a great work/life balance for dentists.

Attendance at this course will include a complimentary copy of Dr Jesse Green's book.

WA DENTAL CPD 2018 Registration

Online registration and secure payment available on the ADA WA website www.adawa.com.au CPD area
STRICTLY Attendees paying regular course fee ONLY

I am a member of the ADA ☐ Yes ☐ No (please circle Branch) WA / SA / VIC / NSW / QLD / TAS / NT

Course Name: _____ Course Date: ___ / ___ / ___

Please use block letters when filling in your details.

Name of Employing Dentist (required for practice staff)

Title: (Prof/Dr/Other)

Given Name:

Surname:

Postal Address:

State: Postcode:

Work Phone: Mobile Phone:

Email Address:

Additional Participants: (Names) _____

Special Dietary Requirements: ☐ Vegetarian ☐ Gluten Free ☐ Lactose Free ☐ Other: _____

Please Note: Non ADA Members add 50% to course fee (UWA School of Dentistry staff, practice staff & members of other ADA branches exempt)

Payment: Total Amount: AUS $_____ (includes GST)

☐ **Credit Card:** ☐ Mastercard ☐ Visa ☐ AMEX ☐ Diners

Card Number: Expiry Date: /

Cardholder Name: _____ Signature: _____

Fax completed form to ADA WA Branch +61 8 9321 1757 or email to cpd@adawa.com.au

☐ **Cheque:** Make cheque payable to ADA WA Branch Inc and post to PO Box 34, West Perth WA 6872 with your Registration Form.

No Certificate of Attendance will be issued. A receipt/tax invoice will be provided showing the course name and CPD hours for your records.

Bookings, Course & Payment Enquiries: ADA Office +61 8 9211 5600 Email: cpd@adawa.com.au
Other Enquiries: Dr Jenny Ball 0419 044 549 jenny@adawa.com.au
Please note: *Your registration for these events indicates acceptance of the CPD Terms and Conditions contained in the WA Dental CPD 2018 Course Book.*