



# Linda Miles

## Practice Intelligence & Management Leader

presents a One Day Seminar for Dentist & Team

### EXCLUSIVE TOUR - 4 DAYS ONLY!

#### 2007 SEMINAR DATES

##### BRISBANE

- Friday 19th October Hilton
- Saturday 20th October Hilton
- Friday 26th October Hilton
- Saturday 27th October Sofitel

## Convergence For Increased Profit

In this EXCLUSIVE program, she lets you in on the trade secrets that have supported her 1,000's of clients to exponential growth in both volume (patients) and value (profits). She will workshop case studies that demonstrate these state-of-the-art solutions. The program will deliver intelligent, pragmatic, workable and implementable solutions to facilitate the progressive and productive running of your practice FOR GREATER PROFITS.

"Exclusive" Tour brought to you by



## BONUS

### YOUR PERSONALITY PROFILE ASSESSMENT!

DISC is the most validated, reliable personal assessment tool used by over 50 million people internationally to improve lives, interpersonal relationships, work productivity, team work and communication. Linda will show you how your team can benefit from the insights gleaned during this seminar!

# PROGRAM OUTLINE > 360 Degree View of Practice Success

## PROFITABILITY

SMART DENTISTS AND TEAMS WORK LESS, BUT EARN MORE

"Practice Profitability is a science! Clearly it is a function of 2 vital components... Clinical Excellence and Practice Intelligence. Together they combine to maximise revenue generation, streamline internal systems and maximise PP: Practice Profit. Unfortunately, "how to manage a dental practice" is not taught within dental schools and in my experience of over 10,000 practices...without proper training of the dental team in running the business side of the practice... the business hits unnecessary roadblocks!

Without training... employees go about their daily routine thinking they are doing a super job of 'checking in' and 'checking patients out' but NEVER digging deeply into the root causes of weekly duties to prevent system breakdowns. We trace the weaknesses to the root cause and deliver practical, implementable solution to effect change so that management becomes easy and essentially the practice becomes more enjoyable and profitable."

Linda Miles

### TOPICS INCLUDES:

- A snapshot view of Linda's top 5 clients - their challenges/her recommendations and the outcomes
- A Winning Philosophy of Practice Development
- Whose fault is it?
- The Understated Value of the Team

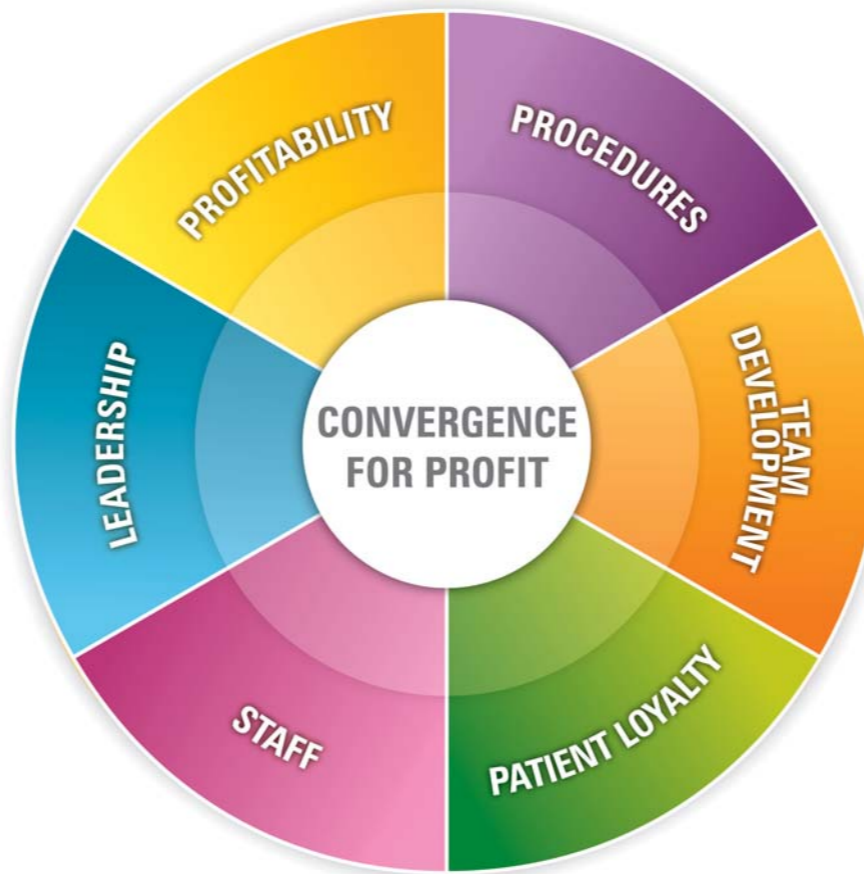
## LEADERSHIP AT ALL LEVELS

BRINGING OUT THE EXTRAORDINARY TALENTS IN ORDINARY PEOPLE

One of the greatest frustrations of dentists worldwide is finding and keeping loyal team players. Knowing that the cost of losing staff is very high, what is the dentist to do? Unlock the key to employee potential through showing leadership at all levels in the practice. This topic outlines the secrets to why some practices have long-term dedicated mentality's staff, while others have 'unionised' thinkers. What are the dentist's roles as clinician, employer and entrepreneur? These will be outlined along with the rules of leadership.

### TOPICS INCLUDES:

- What the Team Needs From the Dentist (As a Clinician, Employer, Co-worker)
- What the Dentist Needs From the Team (As Employees, Co-workers, Team Players)
- What the Team Needs From Each Other
- What the Patients Need From All
- Engineering the schedule for excellence
- Are you running your practice or is it running you?
- Scheduling tips
- Time management
- Outstanding abilities (Dentists/clinical & Administrative Team)



### TEAM BENEFITS

- Practice profitability
- Team cohesion
- Personal accountability
- Empowerment and efficiency through process
- Team traction

## PROCEDURES & PROCESS

THE TOP ESSENTIALS OF A SUCCESSFUL PRACTICE

### TOPICS INCLUDES:

- Communication - How to answer the phone & capture patients & STOP cancellations! How to talk to each other to get the best result for all.
- Efficient business systems: scheduling/recall/budget
- Enthusiastic Dentist and Team
- Facility & Technology Updates
- Patient advocates

## PATIENT LOYALTY & CASE ACCEPTANCE

ITS NOT WHAT YOU SAY BUT HOW YOU SAY IT This extremely valuable and fun session will demonstrate the power of 'valued' customer service. I will demonstrate how a dentist may be losing patients because the staff do not think like their patients.

### TOPICS INCLUDES:

- Case presentation skills (Dentist & Total Team)
- Getting patients to say "YES"
- Fee Rebuttals
- I'm just too old to Spend \$ on my teeth
- Why are your fees Higher than Dr. XYZ
- Unless My Insurance Covers it, I can't have it done

## HOW TO HIRE, DEVELOP & RETAIN AN EXCEPTIONAL TEAM

### TOPICS INCLUDES:

- The right blend of behaviours
- The Buddy System/Orientation
- Placing the right advertisements
- Interviews that work

## STAFF DEVELOPMENT

### SPECIAL T.E.A.M SESSION

Together Everyone Accomplishes More

T.B.B.P. TEAM BUILDING BEHAVIOURAL PROFILE Until you understand yourself, you can't possibly understand others (patients, family, co-workers). This personality profile test, which each person in the audience will complete, not only reveals why you act or react differently to challenges in your busy day, it also helps you work well within the team which greatly improves morale. Reading your boss, your patients and co-workers can be fun and revealing.

COME AS AN ENTIRE TEAM TO DISCOVER WHETHER YOU HAVE THE PERFECTLY BALANCED GROUP OF CO-WORKERS.

## The Problem

### 2007 RESEARCH RESULTS

Primary issues facing Practice today are:

#### PATIENTS:

- Attracting quality patients
- Honesty in selling
- How to secure commitment to treatment
- Balancing efficiency with quality outcomes
- How to reactivate quality patients

#### STAFF:

- Time management & appointment control
- Developing multitasking team members
- Inspiring team to take the initiative, responsibility and ownership of roles
- Effective communication skills
- How to discipline an intimate team
- Ability to delight your patients balanced with job needs
- Teaching leadership skills
- Attracting quality staff
- Retaining quality staff

## The Solution

The inner workings of your team are directly linked to practice profits, patient retention, referral, lifetime loyalty, new patients and critically ongoing patient value!

This seminar has been developed to answer the most paramount Practice Management issues within Australia sourced from a research study of over 1500 dental practices.

### ACCREDITATION

- Accredited by the Dental Practice Board of Victoria for seven hours (7) of non-scientific credit.
- Accredited by the New Zealand Dental Association for 2007 CPD Activity.

## Who Should Attend

### WHO SHOULD ATTEND?

For teams who wish to be on the leading edge of dentistry within the practice. The DENTIST with their Team...

- Dental Hygienist
- Oral Health Therapist
- Practice Manager
- Front Office Team
- Treatment co-ordinator
- Scheduling co-ordinator
- Financial co-ordinator
- Clinical Team

### SCHEDULE

- Registration is from 8.15am
- Seminar starts at 8.45am
- Concludes at 5.15pm

Coffee/Tea on arrival, Morning tea, afternoon tea, lunch, a certificate of attendance and Linda Miles course notes are included.

# About Linda Miles



**Linda Miles**, CEO Linda Miles & Associates, a premier speaking and consulting business in Virginia Beach, Virginia, has enjoyed twenty-five years of speaking success in all 50 States of America and on four continents. Many of LLM & A's consulting clients rank in the top 5% of dental practices in North America. Linda is a member of the National Speakers Association, a member of the Institute of Management Consultants, the Academy of Dental Management Consultants & the American Academy of Dental Practice. She serves on the Editorial Advisory Board of Dental Practice Report and the ADA's Foundation Board.

Linda has presented at the following meetings: Hinman Dental Meeting 12 times, the ADA (numerous times), University of Zurich, Switzerland, Chicago Mid-Winter, Greater NY, Big Apple Dental Meeting, Long Island Dental Society, Star of the North, Star of the South, Alpha Omega, American Association of Women Dentists, the Holiday Dental Conference, DenMat, Atlanta Dental Supply Leventhal Dental Supply, Benco Dental Supply, all 50 State Dental Associations, tour of ten Dental Schools with the ADA, Kodak Users Meetings, Nobel Biocare World Tour etc, she has presented at over 2500 dental meetings internationally!

She is known as the speaker who instinctively understands the business side of dentistry and is an expert in dental communications and she highly respects dentists, dental staff and the patients they serve.

**She believes dentistry should be fun, exciting and rewarding for patients, dentists and the entire team.**

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*In March '05, Linda received the Distinguished Service Award at the Hinman Dental Meeting in Atlanta. This award has only been presented 24 times in 93 years to the legends of dentistry such as Drs. LD Pankey, Gordon Christensen and Peter Dawson.*

# What attendees say



*"It's so hard to find seminars worthwhile for the whole office team. It was a day well spent. THIS is how I want to practise dentistry!"*

**Dentist, Australia**

*"We first met Linda Miles when she presented a Seminar in Southland, NZ in 1995. Since then she has become our mentor, shaping the way we have developed our Dental Practice. Linda has an infectious motivational personality. Her approach is positive, enthusiastic and caring. She has wonderful tips for 'selling' and 'valuing services offered', and is very quick with 'number crunching'. Linda has total commitment to involvement of all members of the Dental Team. She offers the building blocks and they can be adapted to each individual practicing situation. One of the biggest things we have learnt from Linda is to develop a team of reliable, positive, caring, support people around us."*

**Dentist and Practice Manager Team, New Zealand**

*"This is my third Linda Miles Seminar through the years. EXCELLENT. I have been in practice for almost 30 years... Your information has advanced the profession. Your theme remains the same, to be successful, be kind and be professional."*

**Dentist, USA**

*"I truly enjoyed and hung onto every moment of this seminar through pearls and lots of common sense! I really could relate to what Linda Miles spoke about. Very honest and non-biased!"*

**Practice Administrator, USA**

*"We have attended many conferences within our office, but never have we been to hear a speaker who is so passionate and enthusiastic about the dental profession with advice that is so practical and useful."*

**Practice Manager, USA**

*"Linda, I have now seen you 5 times and enjoy every time. Thank you for making my practice the success it is. I am motivated and renewed each time I attend. I have all your books, tapes & videos. Your philosophy is my bible. I love watching the effect that your lectures have on my wonderful staff. They have, with your help, made me the most successful dentist my accounting firm has. Many thanks again."*

**Dentist, Australia**

# LEADERSHIP IS A TOTAL TEAM EFFORT

*By Linda Miles*



## About Ruth Port and Power2B:

Power2B is a seminar company that has been touring world-class speakers in Australia and New Zealand since 1986. We sponsor speakers for the General Practitioner and their team who we know will make a difference to the way you practise...

Dr Gordon Christensen, Dr Ray Bertolotti,

Dr David Hornbrook, Dr Frank Spear, Dr Bill Blatchford,

Dr Howard Farran, Steven Anderson, Bruce Christopher,

Dr Jeffrey Hoos and now we bring you the most highly acclaimed practice management guru: Linda Miles.

One of the greatest frustrations of dentists worldwide is finding and keeping loyal team players. Knowing that the cost of losing staff is very high, what is the dentist/owner to do? Unlock the key to employee potential through showing leadership at all levels in the practice. This revealing course outlines the secrets to why some practices have long-term, dedicated "owner mentality" staff while others have "unionised thinkers".

What are the dentists' roles as clinician, employer and entrepreneur? They will be outlined along with the rules of leadership. Each dentist must set high standards to get people to perform at higher levels. General Norman Schwarzkopf defines leadership as "empowering people to willingly do something they wouldn't ordinarily do". Linda's definition is, "bringing out extraordinary talents in ordinary people".

We all know, "the practice is only as strong as the weakest link".

The entire staff must think/behave as leaders!

## For further information call

+61 2 9327 2576 or 0419 032 500

or email: [ruth@power2b.com.au](mailto:ruth@power2b.com.au)

Power2B Pty Limited ABN 40 001 954 016

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Phone: +61 2 9327 2576 Fax: +61 2 9363 3521 Mob: 0419 032 500

Cancellation policy: Cancellations accepted up to 14 days prior to the seminar less an administration fee of \$50. Cancellations cannot be accepted less than 14 days before seminar and no refund will be payable after this time. However, the ticket is fully transferable. Power2B reserves the right to cancel the seminar at any time with no responsibility to applicants other than to fully refund all monies paid for the seminar.

# Registration Form

## SEMINAR ATTENDEE DETAILS

Doctors name : \_\_\_\_\_

Address : \_\_\_\_\_

Postcode : \_\_\_\_\_

Tel : \_\_\_\_\_ ( \_\_\_\_\_ )

Email : \_\_\_\_\_

## DENTISTS:

Dr \_\_\_\_\_

First Name Surname

Dr \_\_\_\_\_

First Name Surname

## TEAM DETAILS: (complete in capitals)

Auxiliary \_\_\_\_\_

First Name Surname

Auxiliary \_\_\_\_\_

First Name Surname

Auxiliary \_\_\_\_\_

First Name Surname

Auxiliary \_\_\_\_\_

First Name Surname

Auxiliary \_\_\_\_\_

First Name Surname

Please add extra page for additional attendees

## SEMINAR INVESTMENT

Dentist (EX GST) \$440

Auxiliaries (EX GST) \$385

## SELECT DATE (Please tick seminar date)

Brisbane: Hilton Friday October 19th

Sydney: Hilton Saturday October 20th

Adelaide: Hilton Friday October 26th

Melbourne: Sofitel Saturday October 27th

## TOTAL INVESTMENT

Price

Total

Number of Dentists : \$ \$

Number of Auxiliaries : \$ \$

TOTAL EX GST : \$

+ 10% GST : \$

**TOTAL INC GST :** \$

## PAYMENT METHOD

Cheques to be made payable to: Power2B P/L

Credit Card >>  Visa Card  Master Card

**Please charge the following to my credit card \$**

Card Number \_\_\_\_\_

Name on card \_\_\_\_\_

Expiry Date \_\_\_\_\_

Signature \_\_\_\_\_

## PLEASE POST PAYMENT TO:

Power2B Pty Limited

PO Box 863 Vaucluse NSW 2030 Australia

Credit card transaction may be faxed to +61 2 9363 3521