



Patient-Centred – BEST CHOICES

Become The Dentist Everyone Loves To Recommend

Course Curriculum

Patient-Centred – BEST CHOICES

Selling dentistry can feel confusing and hard work. If you're fed up of pushing treatments your patients don't want or need, frustrated or bored by the type of dentistry you're doing, dissatisfied with your treatment plan uptake or wish you were independent of the NHS – then this course is for you.



Great resource of information. Revealing, enlightening and relevant. Great, you will benefit immensely.

**Lurline Thomas, Dental Hygienist,
Hertfordshire**



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We know how it feels to be short on money and time and worrying about your future, but it doesn't have to be that way. We have worked with hundreds of dentists worldwide, sharing a reliable framework that makes successful dentistry simple, ethical, profitable, and professionally rewarding.

You deserve to love what you do.

Dentistry shouldn't feel this tough – and it doesn't have to.

Imagine if you could become the preferred, go-to dentist in your area through recommendations? If you knew a simple foolproof way to convert higher value treatment plans? You could spend your days doing the dentistry you loved.

Congratulations on taking the first step in revamping your dentistry by downloading this course curriculum for 'Patient-Centred – BEST CHOICES'.

With the help of this 3-day course you can grow your practice, your reputation, and your clinical skills by delivering what patients want – without pushing, discounting, or working super long hours that eat into your home life.

“

I always felt that the thought of sales in dentistry would make me feel uncomfortable. I now realise and feel more confident talking to and finding out from the patient what the patient wants and how to help them.

”

Vicki Silvano, Hygienist, Bolton



You're In The Right Place

This course is designed specifically for dentists and dental team members who are committed to making a difference both personally and professionally and want to:

- ✓ Feel more confident
- ✓ Be proud of the dentistry they deliver
- ✓ Continually learn, improve and raise standards
- ✓ Do their best for their patients and team
- ✓ Have an easier and fulfilling life by involving and developing their team
- ✓ Be successful, recognised and remunerated for great dentistry

By the end of this programme, you will be equipped with a simple, yet effective, communication framework that will enable you to do better quality dentistry, earn more money, and enjoy your work, by putting your patients first.

Your career development will be back on track, and you will have learnt to sell the services you really enjoy.

“

It is a must for a dentist who has found that he/she is a salesperson as well.

Jolanta Frankowska, Dentist

”



While the content of this programme is about connecting with your patients, attendees tell us the greatest value is in connecting with other delegates. Our 3-day interactive workshop is followed by a series of live webinars and access to an exclusive discussion forum where you'll meet other dentists and team members to share insights and identify patterns you can learn from together.

Developed by dentists, for dentists

Patient-Centred – BEST CHOICES encompasses a variety of topics and includes elements of enhanced GDC learning outcomes A, B, C and D. By the end of the session, you will have a framework you can put to use immediately, while making sure you and your team remain compliant with the GDC and CQC.

“

We have recorded a 46% uplift in our sales within four weeks – all our dentists now want to go on this course.

Practice Manager

”



Dentistry Differently

People who complete this course...

- ✓ Communicate effectively and elegantly
- ✓ Discover a foolproof way to present treatment plans
- ✓ Recognise when patients are asking for higher value treatment
- ✓ Create a loyal band of patients that stay with them for a lifetime
- ✓ Spend their days doing the dentistry they love
- ✓ Offer great dentistry at a fair price for their patients that rewards them too
- ✓ Have free time to do the things that they want, with the people they love
- ✓ Transform their sales quickly and easily



What Will You Learn?

Patient-Centred – BEST CHOICES is a series of fully interactive workshops that will give you simple, easy to remember tools that you can implement immediately, enabling your patients to make the BEST CHOICES for their treatment options – while you increase your treatment plan conversions at the same time.

Themes covered include:

- ✓ What is a patient-centred approach?
- ✓ Elegant and effective history taking
- ✓ Discovering what your patients' wants needs and preferences are
- ✓ Compelling treatment plan presentations
- ✓ Preventing and overcoming objections
- ✓ Dealing with the question of price
- ✓ Dealing with "is this available on the NHS?"
- ✓ How to build your patient list



Patient-Centred – BEST CHOICES – Overview Of The Whole Programme

Aims:

- To put your patients' wants, needs and preferences at the heart of your treatment planning
- To share with you a simple, memorable model that will enable you to improve your treatment plan conversions and increase patient compliance
- To enable you to increase the value and quality of treatment plans and increase patient acceptance
- To provide an approach that all team members can use when communicating with your patients
- For you to be aware of more opportunities to engage your team and develop the role of a patient care coordinator

Objectives:

- By the end of the session, you will have learned the model, and will have a selection of tips, tools, ideas, questions and confidence to use immediately.
- To make sure you and your team remain compliant with the GDC and CQC.

Learning Outcomes:

- For you to have a new skill set that will put your patients first and improve your treatment plan uptake.
- For the practice to develop a team approach to treatment plan conversions
- Anticipating and overcoming patient objections

Learning Content:

- The B.E.S.T C.H.O.I.C.E.S. model for increased treatment plan conversions

GDC Development Outcomes

This event will have elements of Enhanced GDC learning outcomes A, B, C and D

A) Effective communication with patients, the dental team and others across dentistry, including when obtaining consent, dealing with complaints, and raising concerns when patients are at risk

B) Effective management of self and effective management of others or effective work with others in the dental team, in the interests of patients; providing constructive leadership where appropriate

C) Maintenance and development of knowledge and skill within your field of practice

D) Maintenance of skills, behaviours and attitudes which maintain patient confidence in you and the dental profession and put patients' interests first

Quality Assurance is undertaken by The Institute of Dental Business (IODB) on all modules of this programme.

VCPD Hours

Total vCPD 22.5 hours



What Is A Patient-Centred Approach?

Patient-centred dentistry is about putting your patient at the centre of their care and treatment. This course will enable you to recognise that only when you put your patients at the centre of everything you do, will you be able to reduce the fear and risk of complaints and litigation. Patient-Centred BEST CHOICES will enable you to achieve a better work/life balance, and help you become the dentist people love to recommend.

“

This course was very interesting, and I feel more confident in delivering this to patients at the end. I never thought I would be able to do this at the start.

Lisa Davey, Dental Nurse

”



Elegant and Effective History Taking

Effective patient history taking is an essential part of your patient care. We will enable you and your team to learn exactly what you need to listen out for, make note of and why. By the end of the course, you will understand how effective patient history taking is the key to success for both you and your patient – and how to go about it.

“

In the two weeks since I did BEST CHOICES, I have generated an extra £30,000 and I didn't feel like I was selling. Thank you.

O.L., Practice Owner

”



Discovering What Your Patients' Wants, Needs, and Preferences Are

Patients might think they know what dental treatment they need, however, you are the expert. You know more about what is available, and the risks, benefits, and longevity of each treatment. It is frustrating when your patient chooses the cheapest option rather than the best, and is demoralising when you have to deliver treatment you know will fail early, or that you do not enjoy – especially when you know there is a better option that may well work out less expensive for your patient in the long run. Patient-Centred – BEST CHOICES provides a framework that will enable you to discover what your patients' true wants and motivations are. You will learn step-by-step foolproof ways to overcome objections and refine treatment plans, so you can attract the right patients and do the exciting dentistry you really enjoy.

“

I fully recommend this course, not only for the dentists, but for the entire practice. It has changed my way of thinking and allowed me to think laterally and outside the box. I feel I will go into practice tomorrow a better dentist. DO THE COURSE!

Christine Gordon, Dentist

”



Compelling Treatment Plan Presentations

Are you dissatisfied with your treatment plan uptake? We know what it would mean if your patients were eager to say yes to the treatments you are offering. You'd be able to spend more time doing the treatments you love because your patients were requesting it.

The Institute of Dental Business (IODB) will show you how to become more skilled at enabling your patients to buy. You will learn how to communicate using language your patients connect with and sell without feeling like you're selling.

“

This course was a real eye opener for us. The very next morning, by asking one patient the right question while I waited for her local to work, I “sold” her a treatment plan for TMJ assessment, ortho and whitening that will recoup 75% of the cost of Jane’s course. Instant result!

Cormac, Dental Practice Owner, Ireland

”



Preventing and Overcoming Objections

Making a start on treatment is dependent on you being able to identify and resolve your patients, fears, concerns, or objections. We will teach you how to conversationally flush out what could stop your patients from going ahead and give you tools to preempt and overcome any objections, building the trust and relationship to convert a 'no' to a 'yes'.

“

Challenging, provoking, puts passion back into work!
Engages dentist in patient relationships.

Mary Children, Practice manager

”



Dealing With The Question Of Price

Price is different to value. When your patients value the work you do, price becomes less of an obstacle. We will teach you and your team how to discover and deliver what is important to your patients, so they choose what is best, not what is cheapest.

“

A terrific course that was an eye opener for me. I was literally afraid it would be difficult to follow and implement in real life, but I had lots of fun doing it and I learned useful templates which I can use to offer my patients the treatment they need and collect the reward I deserve. I definitely recommend.

Georgios Chatzipetros, Dentist

”



How To Build Your Patient List

Imagine spending your day only treating the patients you like and doing the work you love. We will teach you how to make this a reality by creating a perfect patient journey, so you can win your ideal patients, generate amazing testimonials, and attract top quality referrals.

“

I highly recommend this course! My only regret is not attending this course earlier in my career!

10 years qualified associate dentist

”



Dealing With “Is This Available On The NHS?”

The “is this available on the NHS?” question is one that plagues a lot of dental practices, and it can feel impossible to answer when you don’t feel confident in your response. We will give you the tools so you know how to safely, accurately, and confidently answer this question in a way that protects you, gets the best outcome for your patient, and doesn’t compromise on the service you want to deliver.

“

It will give you the tools to increase your private work on a comfortable and ethical position. Thank you, Jane.

”

Estela Baz, Dentist



Course Structure

We have made it as easy as possible for you to attend this course, with a variety of ways for you to join, so you can learn in a way that works for you. You can choose from the following options:

- 3 full days face to face, in house, or at an open workshop
- 6 half days online, in house, or at an open workshop

The course makes use of evidence-based learning techniques, and you will get the opportunity to interact with other delegates and the Institute of Dental Business (IODB) team throughout your time on the course.



Additional Elements

When you sign up to the Patient-Centred – BEST CHOICES programme, you receive more than just interactive workshops.

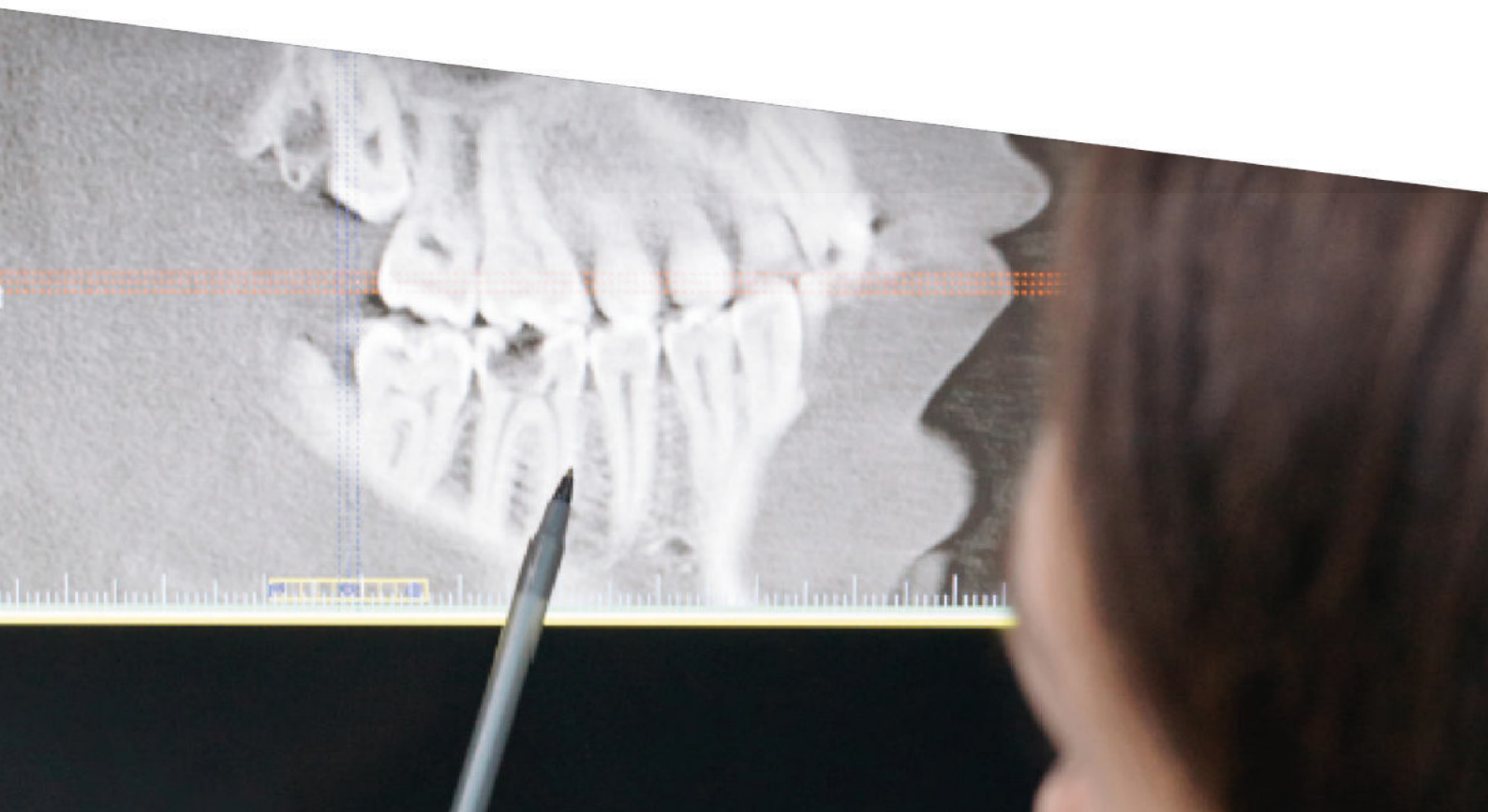
1) Membership of a supportive graduate forum

You will receive exclusive access to a closed discussion forum where you will have the chance to meet other dentists and team members to share insights and identify patterns you can learn from together.

2) Free place for one DCP per dentist attending

3) Ongoing Support

Worried that you'll be catapulted back into the real world without help after the course? We know people work best when they feel fully supported so you will be invited to attend 4 follow-up webinars over a 12-month period where we will provide insightful guidance to help you implement changes and get your practice on track for success.



Expert Support From A Dentist And Master Coach

When it comes to something as important as your reputation and career fulfilment you can not afford to make any major errors. The current climate has made it hard enough for dentists and practice owners to keep themselves afloat. We know how important it is for you to have peace of mind that your money and your time are being well spent.

Your trainer and coach Dr Jane Lelean, is a qualified and accredited international dental business coach, certified trainer and dentist. Jane is the only dentist globally to hold the acclaimed Master Certified Coach (MCC) accreditation from the International Coaching Federation (ICF). With her team, she has supported hundreds of clients, like you, worldwide, to produce tangible results so they can fall in love with dentistry again.

“I know how challenging carving out a successful dentistry career and running a dental practice can be. When you’re run off your feet with both clinical and business commitments, it’s easy to lose sight of what matters. It was only after my practice and career hit rock bottom – to the tune of £££s – that I realised it was a lack of business knowledge, not clinical skills, that was holding me back. I turned it around fast, generating £500k a year, as a single-handed dentist working a 3-day week. With the right knowledge, skills and support, it is possible to make dentistry work without burning out. That’s why I set up the Institute of Dental Business (IODB) – so together we can create the success you have worked so hard for.”

Dr Jane Lelean



Your investment

Investments starting from £500

Choose to participate in this 3-day course online or in open workshops at our training centre near Bicester.

Total CPD = 22.5 hours

- Free DCP places

Investment can be made using the following options:

- Credit card
- 0% interest instalments over 12 months



100% double your money back guarantee – T&Cs apply



Become the Dentist Everyone Loves to Recommend

You don't have to carry on feeling as though your dream of a rewarding dentistry career is unattainable. You can regain control, reduce your stress and love your career again.

BOOK

Choose your preferred method of participation – online or face-to-face – and book your place now.



TRANSFORM

Get the support you want to transform your patient relationships, so they say 'yes'.



SMILE

Fall in love with dentistry again. Do what you enjoy with confidence.

Why This Course Is A Must-Attend Event

No one goes into dentistry thinking every day will be a breeze – but neither do they expect it to keep them awake at night. Yet, when things go wrong, it can affect your whole life. Patients are becoming more discerning and informed about dental care and competition is fierce, with more sophisticated marketing being utilised. Don't get left behind while all your contemporaries rush by without you. It's time to take back control of your life – and your practice – so you can live the life you've dreamed of and finally reap the rewards of your hard work.

The Institute of Dental Business (IODB) has over 15 years of experience in improving the performance of dental practices. With this course, we will help you become the dentist everyone loves to recommend.

“

I have improved my private earnings more than 60%. I feel more comfortable talking about cost of treatments with the patients. I feel my patients now have more options that suit their needs. I'm highly recommending it! Thank you again Jane, it has been extremely helpful!

Stella Baz, Dentist

”



Speak With Jane

We know that making the leap to transforming your practice can feel daunting at first. If you have any questions about this course or how else we might be able to help you achieve your goals, you can contact Jane via any of the following options.

Phone: Schedule a call with Jane [here](#)

Email: Jane@IODB.co.uk

Website: www.iodb.co.uk

[Click Here To Book This Course](#)





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