

DPAS presents the *new* full day seminar series

Further growing your practice

Friday, 18 September 2009
Leigh Court, Bristol

Learn how to:

- sell treatments and plans to your patients
- market your practice
- motivate the team
- use the 'marketing toolbox'

All in one place, all in one day!



6 HOURS
VERIFIABLE
CPD

DPAS is proud to launch a series of full day seminars to help you attract and retain patients. In the current economic climate this is the single most important element in ensuring the profitability of your practice. Throughout the day industry experts will deliver workshops focusing on selling, marketing and motivating the team to sell. At the end of the day you will have the tools to reinvigorate your practice and a framework for selling more treatments and recruiting more plan patients.


There will also be key members of the DPAS team from various departments including Customer Service, Design, Production and Insurance, on site to offer training and advice on DPAS services including the 'Web Portal'.

Each delegate will receive a learning pack and will be awarded six hours verifiable CPD.

Places for the seminar are limited and cost only £99 per delegate. Any team who books four places will receive a fifth free of charge.

To register call 01747 870910 now or see [back page](#) to register by fax or mail.

Hurry, deadline is 31 August, 2009.

 your dental plans

Your practice. Your patients. Your choice.

09:00 – 12:30 – MORNING SESSION

Help more of your patients say YES (ethically) and increase your uptake of treatment and your plans

PRESENTED BY Ashley Latter



- Understand what skills and attitudes are needed to become successful
- How to operate outside the comfort zone and overcome what holds you back
- How to develop a more positive attitude
- How to build stronger relationships with your patients and build a strong trust between the two of you
- Ask the right type of questions to understand the patient's true buying motives
- Understand why patients buy and what their motivation is to make decisions
- Learn the language that will influence the patient and learn why in some cases patients do not buy
- Finalise more treatment plans with patients without pressure
- Generate more enthusiasm from your patients about the type of results you can achieve for them

13.30 – 15.00 – AFTER LUNCH WARM UP SESSION

Patient loyalty, respect and recommendations

PRESENTED BY Sheila Scott

Patient loyalty has to be the holy grail of 2009. We all feel the precarious economy around us and many patients are choosing what to spend money on and what to leave until things 'get better'.

The best practices are keeping patients trust and appreciation; keeping the appointment books busy; keeping patients coming back to the surgeries and on plan.

Even more so than at any time in the last ten years, it's time for practices to get focused on delivering exactly what patients want from them, with exceptional care and understanding what patients want.

This session shares the results of research into patient expectations and satisfaction in the UK and



discusses how practices can assess their own patients' perceptions of their service. Use this data to help build practices that elevate the importance of dental care, consequently keeping patients loyal and recommending your practice to their circle of friends.

FIND OUT

- What it is that patients really want from their practice
- Why dentists so easily fail to deliver 100% satisfaction
- How the team can focus their communications and service for patient participation
- What dental 'bad language' is and how it dilutes the real message

LEARN HOW TO

- Focus dental care and deliver what really matters
- Re-ignite your hygiene service and put pressure on the appointment book
- Give patients 100% confidence in your professionalism and excellence
- Keep patients coming regularly
- And lots more...

Seminar schedule

08:30 – 09:00	09:00 – 12:30	12:30 – 13:30	13:30 – 15:00	15:00 – 15:45	16:15 – 16:45
Registration	Selling Techniques PRESENTED BY Ashley Latter With coffee and refreshments from 10:30 – 11:00	Exhibition and buffet lunch	Patient Loyalty PRESENTED BY Sheila Scott	Growing Your Practice PRESENTED BY Kevin Coyle With coffee and refreshments from 15:45 – 16:15	Team Motivation PRESENTED BY Hayley Bloodworth Closing comments until 17:00

15:00 – 15.45 – AFTERNOON SESSION TWO

Growing your practice

PRESENTED BY Kevin Coyle

Kevin Coyle, DPAS Marketing Manager, will give a 45 minute presentation packed with practical and simple advice on 'Growing Your Practice'. He will also present the 'marketing toolbox', a website designed to help DPAS administered practices build a marketing strategy.

TOPICS COVERED

- The 'Marketing Toolbox'
- Putting the fun into marketing
- Engaging people
- E-marketing
- Building a marketing strategy



16:15 – 16:45 – AFTERNOON SESSION THREE

How a motivated team can help your practice

PRESENTED BY Hayley Bloodworth



A happy team is a joy to be a part of and usually a profitable joy. An unhappy team is a breeding ground for misery, illness and employment claims. As we all know, it only takes one person to upset the apple cart.

In this session we will learn why some practices are more vulnerable than others to being knocked off balance by the behaviour and attitudes of individual team members. We will gain valuable insights into the factors that happy teams have in common.

Hayley will share with us the seven secrets of a happy practice and explain why following some very simple rules will make all the difference and substantially reduce the risk of legal claims at the same time. Go on, you know you want to!

Hayley Bloodworth is the Managing Partner of Proactive Employment Lawyers. With a background in commercial litigation, she has specialised in employment law for nearly 15 years and an increasing number of Hayley's clients are dental practices.

Registration form

Three ways to register

1. Register online at www.dpas.co.uk
2. Fax the completed registration forms to **01747 871806**
3. Post the registration forms with payment to:
Vicky Speake, Marketing Events Executive, DPAS Limited,
Place Farm Courtyard, Court Street, Tisbury, Wiltshire SP3 6LW

If you have any problems registering call 01747 870910.

Provide additional delegates on a separate sheet of paper

Principal delegate name: _____

Principal delegate position: _____

Delegate 2 name: _____

Delegate 2 position: _____

Delegate 3 name: _____

Delegate 3 position: _____

Delegate 4 name: _____

Delegate 4 position: _____

Delegate 5 name: _____

Delegate 5 position: _____

Practice: _____

Address: _____

_____ Postcode: _____

Telephone: _____

Fax: _____

Principal delegate e-mail: _____

How did you hear about this conference: _____

I agree to the terms and conditions as stated opposite

Signature: _____

Payment (£99 per delegate, book four, get one extra free!)

Cheque

Total amount: £ _____ CHEQUES MADE PAYABLE TO **DPAS LIMITED**

Credit card

American Express Mastercard Visa

Card number: _____

Expiry date: _____ Security code: _____

Card billing address (IF DIFFERENT FROM ABOVE):

_____ Postcode: _____

Cardholders signature: _____

Further information for delegates

Accommodation

DPAS Limited has negotiated special rates with a number of hotels in the Bristol area. Please telephone Vicky Speake on 01747 870910 for more details.

Access and Additional Requirements

We always provide a vegetarian lunch option. If you have any other dietary requirements, please inform our Events Team at the time of booking so that we are able to arrange suitable catering. We make every effort to ensure that our events are accessible and enjoyable for all of our delegates. Please contact our Events Team to discuss any requirements you may have.

Terms and conditions of registration

Confirmation

Once we have received confirmation of your booking in writing (either online, by fax or by post) we will send you a confirmation e-mail and letter. An invoice will be sent to you shortly after. Your receipt will follow once full payment has been received. *N.B. We must receive full payment prior to the event start date.* Submission of a booking form (either online, by fax or by post) does not guarantee a place. The despatch by us, of an e-mail and letter confirmation will constitute a legally binding contract. If you have not received your confirmation e-mail seven days after submission of your booking, please contact the Events Team on 01747 870910. DPAS Limited reserves the right to decline any booking. In respect of any event, DPAS Limited reserves the right to vary the content, timings, location and/or speakers and as such accept no liability for the variations.

Attendance

Whilst in attendance at any DPAS Limited event, if your behaviour is deemed to be inappropriate, disruptive, offensive, dangerous or illegal, DPAS Limited reserves the right to eject you from the event without prior notice or refund. You are not permitted to make any audio or visual recordings, without prior consent from DPAS Limited. DPAS Limited accept no liability for damage to or loss of personal belongings at the event venue.

Cancellation

All cancellations must be made in writing to the address stated opposite, and be received by us no later than 04/09/09. We regret that no cancellations are acceptable within seven days of the event date but a substitute delegate can be nominated. Pre-payments will not be refunded and invoiced sums will be payable in full, except in cases where it has been possible to mitigate loss. DPAS Limited will not offer refunds to delegates due to a terrorist alert or incident unless the conference is cancelled. In this instance, DPAS Limited will retain up to 50% of the conference fee to cover marketing, administration and delegate registration costs.

Data Protection

By registering for a conference, DPAS Limited can provide you with information relating to your booking and other DPAS Limited related services via e-mail, direct mail, fax or telephone. Please write to the Marketing Manager at the address stated opposite if you do not want to receive this information.