

The Extreme Business 100 2025 Training Day Agendas

I'm delighted to share with you aims and objectives for our four "Owner & Manager" Training days in 2025 – each one to be delivered at all 7 of our regional locations.

Q1 – Sheila Scott – What patients are telling us they want; and how we can deliver

Sheila Scott trained in Psychology and Marketing, and spent 28 years as a business consultant, coach, trainer and mentor, helping practices develop and profit.

Almost every project started with an in-depth examination of the needs and wants of the recipient of services – the patients of each practice. Services and communications were tailored to – profitably - deliver exactly what patients were asking for and could tell their friends about. A time honoured and simple philosophy in action and the subject of a highly successful, but now out of print wee book 'Putting Health at the Heart of your Practice'

Sheila has been retired for 7 years but has agreed to come out of retirement to remind us of what it is that patients really do want from dentistry, and to discuss strategies for making absolutely sure that our dentistry is seen to be the best possible match to these wants.

This year, Sheila has enlisted the help of a small number of practices to check that her register of 'what really matters' to patient is bang up to date and will be presenting the results of patient surveys throughout the last three decades – but particularly, those from 2024.

In light of the data and drawing on her experience working with practices over the last three decades, Sheila will then discuss how practices can best plan for future patient care and communications to ensure the happiest of patients, likeliest of ambassadors for the practice, and the highest acceptance of advice from the practice for individual patients' dental health, function and appearance.

Outcomes:

- The key determinants of happy patients – and the key pitfalls
- Measuring and monitoring how individual practitioners are satisfying patients' wants
- Improving patient satisfaction - strategies to ensure that you impress more patients in key areas of the practice
- Building on success - How the most appreciated practices take advantage of great patient scores

In detail:

Clinical essentials

- building value in every patient appointment – re-defining communications
- reclaiming the focus on health to keep patients coming back
- revisiting and communicating about prevention

The non-clinical essentials:

- Some little things that reduce patient appreciation and some big things where many practices miss a trick
- Good and Bad language in dental practices



Sheila

Q2 – Neil Harris – The Evolution of a Self-Managing Practice

Introduction

- A short history of NH
- A short history of HRS Dental Care
- Branding and brand standards
- Systems development and evolution
- The evolution of the team

Clinical Delivery

- The Hygiene Based Assessment
- The Therapist as an internal satellite clinic
- Apprentice dentists
- Apprentice to associate

Financial planning and monitoring

- Benchmarking in order to measure
- Pricing
- Hours
- Diary zoning
- The financial planning spreadsheet
- KPI monitoring

CRM Software

- TCO led Patient journey
- LeadMax CRM software introduction
- Live demo of CRM software
- The dashboard

The New Patient Journey

- Touch points for prospective customers
- The smile makeover options
- Core communications
- The "Remote" TCO
- The Comprehensive Assessment
- Treatment plan delivery and payment options

Embracing Digital Dentistry

- Pathways and delivery
- Software demos – smile design, aligners, crowns
- The continued development of 3D printing in dental practice
- The benefits of having an on-site lab



Neil

Q3 – Michael Bentley – The Dental Nurse Masterclass

This day is dedicated to mastering the art of dental nursing and exploring the opportunities for expanding the skills within this role. Dental nursing is the heart of the practice, encompassing seamless patient experiences while providing chair-side support to clinical team members. Michael aims to showcase the many aspects of dental nursing and work with participants to help them thrive in their careers.

Dental nurses must be excellent, multi-skilled clinical professionals, proactive, and autonomous in their role within dental practices.

During this day, Michael will share his "lens on the ground" approach, offering systems and strategies to help dental nurse teams perform at their best.

This fast-paced day will cover key areas for dental nurses to master:

Key Topics:

- Empowering the scope of practice for professional dental nurses
- Developing your career as a dental nurse
- Building exceptional relationships with patients
- Recognising the skills required to build professional chair-side relationships with clinicians
- Involving dental nurses in the examination process and utilising digital skills

Michael says, "This day is designed for dental nurses but will also support leadership teams in understanding how to nurture these important professionals. Dental nursing is a fast-paced field that demands expertise, speed, passion for communication, and a proactive mindset. I understand firsthand what it takes to succeed as a dental nurse and how rewarding this role can be."

The day is suitable for all dental nurses and will provide insight into every facet of dental nursing.



Michael

Q4 – Mike Hesketh - “Commando-Style Practice Growth” What I learned by leading teams with Ant Middleton and Prince Harry

I'll share how to grow a dental practice rapidly along an associate led ethos, allowing the owner to be in a position of strength when making decisions on their time and lifestyle.

A team approach to dentistry that is resilient and rewarding financially and professionally.

Every year we've owned a dental practice they have grown between £300,000 and £800,000 per annum. Each practice has been different, high end city centre cosmetic to market town general family dentistry with visiting specialists.

Using my experience of high performing UK military units, putting these skills into practice in my own dental practices, I'll show how to systemise practices within the four pillars of success – Leadership, Branding, Infrastructure, Financial command.

Be the first place that clinicians chose to work, delegating and being confident to give autonomy to the team. Get this right for your specific business and you'll cross the Rubicon to a self-propelling high growth practice.



Mike