



irish dental association

Cumainn Fiaclóirí na hÉireann

# PRACTICE MANAGEMENT FOR PRACTICE MANAGERS

**Practice Management Day**  
**Friday, February 3,**  
**Radisson Hotel, Dublin Airport**  
**9.00am – 3.00pm**





# ENHANCING YOUR PATIENT EXPERIENCE HOW TO ATTRACT MORE PATIENTS, CONVERT AND KEEP THEM

IDA is delighted to bring to you this one day course specifically designed for Practice Managers. The course is only open to practice managers of IDA members.

## LEARNING OUTCOMES

This one day course for practice managers/dental nurses will help you to develop your dental practice in 2017. The day will involve Laura Horton taking you through the patients experience from initial contact with the brand to conversion of the patient, through to retention of the patient.

On this day delegates will gain the knowledge to enhance their practice experience, delegates will:

- Understand the branding and marketing that is essential for your practices success
- Understand how social media can work for your practice
- Learn how to turn marketing enquiries into patients through the front desk phone calls
- Learn ways to enhance your communication skills when describing treatments and their benefits to patients
- Understand how to personality profile patients so that you can communicate more successfully to them
- Learn how to handle any complaints that come through to the practice
- Understand the systems you can implement to improve recall rates and retain patients

**Fee €195**

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## PLEASE COMPLETE IN BLOCK CAPITALS

Practice Manager Name: \_\_\_\_\_

Dentist IDA Membership number: \_\_\_\_\_

Dentist Name: \_\_\_\_\_

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Practice Manager Email: \_\_\_\_\_

Telephone: \_\_\_\_\_

### PAYMENT

€195 to include lunch and refreshments.



Cheque (enclosed)

CVV number

Expiry date

Amount to be debited: \_\_\_\_\_

Signature: \_\_\_\_\_

Please return completed form to:

Gráinne Mc Quaid, Irish Dental Association,  
Unit 2, Leopardstown Office Park,  
Sandyford, Dublin 18.



Parking available at the Radisson Hotel *at own expense.*



## LAURA HORTON

Laura has worked in dentistry for 17 years and has an unrivalled passion and enthusiasm for Treatment Coordination, business and team development. In 2008 Laura left her full time practice management role. Ever since, with her years of experience and vast amount of knowledge, Laura has been working with dental practices to help them successfully reach their true potential.

### AGENDA

8.45am – 9.00am	Registration
9.00am – 10.30am	Branding, marketing and social media
10.30am- 10.45am	Break
10.45am – 12.00noon	Verbal skills, personality profiling and converting new patient enquiries
12.00noon – 12.45pm	<b>LUNCH</b>
12.45pm – 1.30pm	Converting new patient enquiries completed
1.30pm – 2.00pm	Handling complaints
2.00pm – 2.45pm	Tips for retaining patients
2.45pm – 3.00pm	Q&A and close