

THE DBM ACADEMY

Training Library

Complete dental practice management training.

Over 100 expert-led training videos across nine topic areas. New content added every month.

100+

TRAINING VIDEOS

9

TOPIC AREAS

\$77

PER MONTH INC GST

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WHAT'S INSIDE

A sample of what's available inside The Academy

The modules listed here are a sample of the training available. Over 100 videos across nine topic areas, with new content added every month.

- Practice Management and Leadership
- Team Development and Culture
- Hiring and Staff Management
- Reception Excellence
- Patient Communication and Conversion
- Patient Retention and Engagement
- Practice Growth and Financial Management
- Hygiene Programs
- Personal and Professional Development

PRACTICE MANAGEMENT AND LEADERSHIP

● Eliminating gossip in your dental practice

The negative effects of workplace gossip and practical steps to prevent it.

● How to effectively delegate

The many benefits when you can let go and trust your people to deliver.

● How to conduct effective staff meetings

Staff meetings that align your team, share ideas, and keep momentum going.

● The morning huddle

How to run a daily huddle that sets your practice up for a productive, low-stress day.

● The power of the daily focus

How to create change and implement new behaviours in your practice, one day at a time.

● Open-book management

The positive impact of financial transparency on team engagement and goal achievement.

TEAM DEVELOPMENT AND CULTURE

● Team culture

Getting the culture right - and why it results in happier, more engaged team members.

● Creating a psychologically safe working environment

How to create optimal conditions for strong performance and open communication.

● The 5 languages of appreciation

Five ways to show genuine appreciation in the way that lands for each person.

● Team communication

Effective communication as the foundation of a functional, high-performing team.

● Delivering team feedback

How to deliver feedback thoughtfully and constructively to inspire your whole team.

HIRING AND STAFF MANAGEMENT

● Hiring great people

Finding, hiring, and keeping great employees - one of the most challenging aspects of practice ownership.

● New employee onboarding process

Give every new team member every chance of becoming a successful, engaged performer.

● Performance reviews

How to design a performance review process that the team actually looks forward to.

● The staff remuneration matrix

A smart system for how you pay your staff and manage pay rises fairly and consistently.

● Managing bad employee behaviour

How to manage toxic behaviour and stop it consuming your time, energy, and culture.

RECEPTION EXCELLENCE

● Top tips for an efficient dental receptionist

Practical efficiency tips for receptionists who want to work smarter, not harder.

● How to prioritise your tasks

A guide to getting the important and urgent things done without overwhelm.

● The 8 reasons why the receptionist role is so powerful

Why reception is one of the most important roles in any dental practice.

● Text expander for reception efficiency

A simple tool that will save your receptionist hours every single week.

● Google Calendar for front desk organisation

All the benefits of using Google Calendar to keep your front desk organised.

PATIENT COMMUNICATION AND CONVERSION

● How to convert new callers into appointments

Our proven process for turning phone enquiries into confirmed bookings every time.

● Building rapport with patients

How to connect with patients quickly and genuinely - rapport keeps them coming back.

● How to build authority with your patients

Practical insights into creating strong, trusting relationships with your patient base.

● How to become great at quoting fees

Getting comfortable talking money with patients - without apology or awkwardness.

● The patient handover to the receptionist

Our patient handover process from surgery to reception so nothing falls through the cracks.

PATIENT RETENTION AND ENGAGEMENT

● Achieving patient engagement

How to effectively engage your dental patients in their treatment and your practice.

● Reducing broken appointments

Failed appointments and late cancellations cost thousands - here is how to reduce them.

● Following up patients with incomplete treatment

An effective, compassionate process for supporting patients to complete their care.

● Managing difficult patients

How to handle difficult patient situations professionally and with confidence.

● Inactive patients

Who they are, how to find them, and how to bring them back to your practice.

PRACTICE GROWTH AND FINANCIAL MANAGEMENT

- 52 ways to market your practice

Key takeaways to help improve your marketing and attract more of the right patients.

- 70 ways to get more cash into your practice bank account

Practical strategies to improve practice cash flow, starting this week.

- The JPPS 10% x 5 strategy for practice growth

A proven framework to generate the increase in profits you are aiming for.

- How to increase the value of your patient base

Your patient base is one of your most valuable business assets - grow it intentionally.

- Discounting your dentistry - the broader impacts

Why discounting is a flawed plan, and what to do instead to protect profitability.

HYGIENE PROGRAMS

- Why you should consider a hygiene department

How a hygiene department can dramatically increase your practice turnover.

- Scripts to convert patients to hygiene

The best approaches for talking to patients about hygiene and preventive care.

- Establishing a new hygiene program

Ideas and strategies to give your team every chance of launching a successful program.

- The patient advocate role

How this role can significantly increase your case acceptance rate and patient loyalty.

PERSONAL AND PROFESSIONAL DEVELOPMENT

- **CANI - constant and never-ending improvement**

Four steps to take to move effectively into a mindset of continuous improvement.

- **The Johari Window for self-improvement**

A fast-tracked approach to understanding yourself and unlocking your growth.

- **Developing your CHARM**

Unlock the key to building stronger relationships and achieving success in work and life.

- **Confidence**

How to develop confidence in others and build your own self-confidence as a leader.

- **Setting the right goal**

How to set goals in the right way so they drive real change, not just good intentions.

- **Goals - overcoming what stops us**

Ten things that stop us from achieving success, and how to move past each one.

Additional topic areas include

- KPIs and Tracking Systems
- Schedule and Appointment Management
- Customer Service Excellence
- Practice Values and Purpose
- Marketing and Patient Attraction
- Mindset and Wellbeing
- Special Guest Training Sessions
- And many more topics added every month

This document is a sample of the training available inside The Academy. New content is added every month, covering emerging topics in dental practice management, team leadership, patient engagement, and business growth.

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Questions? Email info@dentalbusinessmastery.com.au | Julie: 0407 657 729 | Ameena: 0416 313 118