



# The *World Famous* Dental Communications Seminar

*Create loyal patients who own their problems  
and select optimum treatment*

**2,000+**  
**RAVE REVIEWS**

**...and counting!**

Sydney | Auckland | Manchester | London | Florida | Singapore

“Primespeak has enabled me to do more of the dentistry I love and for my patients to ask for it.”

**DR HO, AUS**

“If one can master these principles and concepts, case presentation will skyrocket – just by utilizing bits and pieces our case acceptance has already increased exponentially!”

**DR BINGHAM, USA**

“Absolutely non-aggressive, non-scripted and non-invasive. I am very impacted by the experience and would like my fellow dentists from India to experience the ambrosia of Primespeak.”

**DR KUMASWAMY, INDIA**

“We always believed what the big gurus told us: ‘You have to be able to compete and sell dentistry in the marketplace’. We felt like fakes, and were compared to salesmen. The patients saw through us. Primespeak has shown us how to get out of that trap. How to not sell dentistry, but how to communicate so that we never get a ‘no’ from the patient. Actually we don’t sell at all. We help the patient choose. As a result our numbers have gone up, and it has lifted an enormous burden off our shoulders – we don’t have to sell.”

**DR SIMONSON AND J ERIKSON,  
SWEDEN**

“I can easily say that this is the best course on dental communication that I have ever taken... I am certain that it will totally revolutionize the way that I practice.”

**DR DURHAM, USA**

“This course further revolutionises the dentist/patient relationship and takes the pressure off the dentist to ‘sell’ treatment plans. This course is a must for those who further want to de-stress the working environment.”

**DR MOLLOY, AUS**

“All we have to say is WOW!! In our first two weeks back we closed (in the old vernacular) five cases. This last week, three. All zero conflict, all patients owning their situation.”

**DR YAKOVITCH, CAN**

“...there is an increased patient knowledge & understanding of dental conditions and ultimately a natural want from patients for what’s best for them..”

**DR LEE, NZ**

“Wow, I was blown away... in a good way. I have taken countless practice management courses and utilised in-office consultants but I have never seen such powerful, seemingly counter-intuitive, and revolutionary material that every dentist and their team should hear. What an incredible paradigm! If you care about your patients, your team, and yourself and want ultimately to do the right thing then consider not missing this course.”

**DR EBRAHIMIAN, USA**

“This course is fabulous. My only mistake was not bringing the entire team.”

**DR HARDIN, USA**

“You won’t believe how useful Primespeak is until you do it. Just do it.”

**DR ELSHENTENAWY, AUS**

“I enjoyed Primespeak thoroughly and have found the concepts introduced to me to be revolutionary. Sometimes as a clinician it can be difficult to recommend treatment because there is a ‘sales’ aspect to explaining treatment. There are so many practice management programs that teach and promote being able to ‘sell’ dentistry better. The beauty about this way of speaking is that it’s done in a way that is supportive and non-threatening to the patient so it is a win-win for both dentist and patient.”

**DR HO, AUS**

“I think I have attended Primespeak 4 or 5 times! Although they definitely should, dental schools don’t teach us these things. Patient communication is not something that we graduate knowing. I think dental students should be attending workshops like Primespeak Seminar so they can understand aspects of the non-clinical side of dentistry early on.”

**DR AL-HASSINY, NZ**

“Primespeak has given me more confidence to present the ideal treatment options to my clients and as a result, I have increased the amount of high end dentistry procedures that I am doing...”

**DR PAEZ, AUS**

“Primespeak helped to remove the burden of stress when communicating with patients. I never feel rejected, because patients understand and feel empowered by the way I communicate and they are able to make their own decisions. They know that I am there to support them and make sure they are well-looked after. And that’s a great position to be in as a dentist.”

**DR RADITALANA, AUS**

“... I am not given to hyperbole. I do mean this sincerely. I started using the Primespeak skills on the day I got back from the course. It is fantastic. Since it is a fundamental shift in communication paradigm, it is applicable at the office as well as at home... In my opinion, what is important is that it feels ‘natural’ for all of us to use what we were taught.”

**DR RAMAN, USA**

“A total paradigm busting experience that promises a lot of success. Changed every thought that I have ever had about dental treatment acceptance. I can’t wait to go home and work with this information, with my patients, my staff and my family.”

**DR MAINI, CAN**

“Finally a course that leaves you feeling good about guiding a patient in the direction you would like to take them but with them ultimately making their own educated decision.”

**LAUREL SOLHEIM, CAN**

“I have always thought of myself as a patient-centered dentist, but Primespeak is giving me the skills to help my patients and empower them to make appropriate decisions regarding their dental health.”

**DR COCHRAN, USA**

“I had to write and let you guys know how great I’m feeling. Now that it has finally sunk in I’m the happiest I’ve ever been and not just in dentistry. Everything just falls into place, I use Prime principles in all facets of life, with everybody I deal with. Primespeak and the self awareness/development that has taken place over the last two and a half years has finally given me wings to fly. I am the most positive I have ever been in my whole life, I am really keen to get to work every day, no challenges are too great just another situation that needs to be looked at with fresh eyes. Thanks!”

**DR AVENIA, AUS**

“Wish I knew this course information 20 years ago or more. How different my practice would be today.”

**DR QUANDT, USA**

“If you want to be comprehensive, enjoy your examination experience and get the patient accepting the optimal treatment, then this course is for you!”

**DR JAMES, NZ**

“A huge paradigm shift – giving patients more control over their ‘mouth destiny’ under the careful weighted guidance from the dentist. A powerful, uplifting course.”

**DR THLEISOR, USA**

“What a pleasure to work with such a motivated, experienced and inspiring group of professionals. Prime Practice has recruited professionals from very relevant walks of life outside of dentistry and has called upon their expertise to mould the concepts and ideologies for dentists to use practically in every day practice. Well done and thank you.”

**DR ESSFAHANI, AUS**

“I learned so much from this course, I did it twice! It has been a great learning experience with old habits (plus bad habits being hard to break) but like learning a new language, you need to practice! Taking the course a second time has really made it ‘gel!’”

**DR PALMER, USA**

“The missing link in most practices is patient acceptance of treatment. I don’t think I’ve ever met a dentist who didn’t want to do more complex treatment. Primespeak very elegantly provides a no compromise, no conflict formula for offering ideal treatment and getting it accepted. Simply brilliant!”

**DR TAYLOR, AUS**

“Great course! Primespeak is very inspiring and will bring some passion back to dentistry for me. I am glad I found this information after only ten years in practice, and not when it would be too late to change!”

**DR TONKES, NZ**

“A revelation and hugely encouraging and exciting.”

**DR WITHERS, AUS**

“It is the most important course a dentist can do once they graduate. It has changed my life as a dentist and I now love the way I work. I wish I did it 15 years ago, so I could have helped more patients choose the ideal treatment.”

**DR MUSCARA, AUS**

“I’ve taken every major management course out there over my 30 years in practice. All felt artificial, pushy and sales orientated and none truly gelled as a result. This is the first programme that feels authentic, human and in the patient’s best interest. Thank you for an eye opening experience – exceptional!”

**DR LOGAN, USA**

“I enjoyed Primespeak thoroughly and have found the concepts introduced to me to be revolutionary. Sometimes as a clinician it can be difficult to recommend treatment because there is a ‘sales’ aspect to explaining treatment. There are so many practice management programs that teach and promote being able to ‘sell’ dentistry better. Primespeak has enabled me to be able to make patients understand the importance of treatment. The beauty about this way of speaking is that it’s done in a way that is supportive and non-threatening to the patient so it is a win-win for both dentist and patient.”

**DR HO, AUS**

“An amazing, frustrating, wonderful, maddening, natural, counter-intuitive course.”

**DR BINGHAM, USA**

“Primespeak is honestly the most significant thing that has happened in my dental career and has paved the way I do dentistry.”

**DR KIM, AUS**

“An excellent presentation of counter-intuitive techniques that is a must for achieving higher levels of practice success.”

**DR BURCH, USA**

“I got so much out of Primespeak and took a lot of the skills home with me. Interactions with patients as well as in my personal life totally change.”

**DR BOPAROY, AUS**

"I have found to course to be highly informative, especially my previous faults with respect to offering treatment plans, choices, and options. I believe that with these new found skills, I will be able to offer and perform top quality dental care to my patients."

**DR BRAKE, NZ**

"Over the past five or so years, I have been hearing more and more good reports about Primespeak. I was curious, and after finally doing it, I am convinced this is the single most important experience I have had in my dental career of over 30 years. Why did I wait so long?"

**DR PRIDEAUX, AUS**

"The Primespeak course was fantastic. It taught a way to talk to the patients in a non-threatening way, gently building them toward the treatment they need as opposed to hitting them over the head with traditional sales techniques. I know what I learned in this course will make a huge difference in my practice. Both in providing more of my patients with higher quality dentistry and my reduction in stress during case presentation. I know it will add a huge increase to my bottom line. Thanks Prime."

**DR THOMAS, USA**

"Primespeak is the single most important course I have done. Dentists routinely update their clinical skills in order to do optimal dentistry but without the right communication, these skills are rarely utilised."

**DR TANUWIDJAJA, AUS**

"Primespeak is honestly the most significant thing that has happened in my dental career and has paved the way I do dentistry."

**DR KIM, AUS**

"Finally a blue print laid to follow the hardest thing in dentistry – helping the patient achieve their need. It's easy to blame someone if it doesn't work, but now the problem AND the solutions now lie within our grasp."

**DR CHACKO, USA**

"Primespeak was extremely well presented in an easy to understand and follow manner. I wish I knew about this course when I graduated so I could have done it earlier. It has completely changed my outlook on the new patient exam for the better, especially in reducing my stress in fear of treatment plan acceptance. I would recommend this course to anyone."

**DR PHO, AUS**

"The Primespeak series of lectures has greatly enhanced my ability to convey and present my treatment plans with confidence to my patients. I now have clear sequence and collection of verbal skills to do this in a very effective way."

**DR HARRIS, NZ**

"Primespeak is an exceptional tool to guide, educate and influence your patients to receive the optimal care you have to offer. With the tools Primespeak provides, the stress of 'selling' dentistry will no longer permeate your practice. Patients will seek your care because of the caring, understanding and compassionate dentistry you provide."

**DR KATZ, USA**

"I wish I could have taken this course a long time ago!"

**DR SHAHIN, AUS**

"Without Primespeak, one simply cannot communicate effectively on a professional or personal level."

**C HILL, AUS**

"Coming out of Dental School we are prepared to start implementing all the clinical work that we learnt or read about, but there was one big issue that was never dealt with at University, and that was on how to deal with the patient. How to talk to the patient. How to get the patient to see that they have an issue. How to get them to understand the different options. For many years I did courses and read books and tried to improve myself, but it wasn't until I did Primespeak by Prime Practice that I started to really learn how to do it properly. The course has perfectly structured the process of talking to patients in a way that they understand and also in a way that all our staff can learn. It is all made so simple. Since doing the course, our practices' productivity has increased, our retention rate is greater and our new patient numbers are higher than ever. As we all know in our practicing careers it is communication that is always the issue and Primespeak certainly addresses this."

**DR HYMER, AUS**

"Prime Practice has redefined how I approach dentistry as a career and as a way of life. Suddenly, I am not dodging patients in the supermarket, but approaching them as friends. Patients now see me as someone who is on their side."

**DR ANG, NZ**

"One of the things I enjoy most about dentistry is truly getting to know my patients. One thing I dread most is rejection and feeling like I did not solve a patients' problem. This course has helped me to present with genuine solutions, without the stress of feeling like I have to 'close the case'. Thank you."

**DR SCHWARTZ, USA**

Register online today: [primepractice.com.au/primespeak](http://primepractice.com.au/primespeak)