



growing  
a successful  
practice



Prime Practice is a world leader in dental practice management, helping dentists grow healthy businesses for over 20 years.

**We've grown too. More clients are seeking our trusted support across Australia and beyond our shores. To meet the evolving needs of the dental market, we've transformed our business by introducing many new relevant products and services - packaged for you, as a dentist or practice owner - to keep you thriving during these dynamic times.**

Whether you're sowing the seeds of your practice or taking it to full bloom, we have the tools and know-how to support you at any time during your growth journey.

Prime Practice clients have exclusive access to results-driven programs, innovative technology solutions and training. You can tap into expert workshops on all practical aspects of a healthy practice lifecycle – from buying a practice, leadership and communications, team and financial management, to exit planning.

We now also offer digital dental marketing, recruitment and HR services tailored to meet your growing needs.

It is our goal to provide you with every business tool you need along your individual journey – from your graduation, right through to your retirement.

Established by dentists for dentists, we are here to help you grow.



share  
our journey

“Results show that our average client will double their income and work five weeks less per year.”

We understand that running a dental practice and being a dentist require very different skills. With our support and trusted advice, you can focus on dentistry while we help you cultivate your career and business.

With Prime Practice you can choose from a range of tailored programs or products and services that are right for you and your team, as and when you need them. Tapping into different resources at different times means that your individual growth requirements are taken care of at any stage of your journey.

## Why work with Prime Practice?

---

<b>Flexible commitment</b>	Work with us for as long as we are providing value for your practice.
<b>Greater options</b>	Take advantage of a range of cutting edge tools and training solutions, designed to cater for every dentist's success.
<b>Specialised services</b>	We are working with leading industry experts to provide you with the best solutions to all your business needs.
<b>Customised coaching</b>	Our one-on-one strategic business coaching will help you overcome any challenges, build your team, and take your practice to the next level.
<b>Stress-less profits</b>	We'll help you increase your revenue and enjoy better cash flow, meaning fewer headaches and a healthier workplace.
<b>Results for life</b>	Whatever stage you're at – from starting out, to planning an expansion or exit-strategy – we can help you achieve your goals.
<b>Innovative solutions</b>	We constantly review our clients' needs, best practices and market trends. We fine-tune our services to ensure you are achieving your defined goals.
<b>In-Practice Training</b>	Given the pressures on a modern dental practice, we have created a suite of In-Practice Training topics we can bring to you.



the perfect  
approach  
to cultivating  
your business





growth  
starts at  
the roots

## Customised Solutions

---

**Prime Practice is the leader in bespoke solutions for corporate, group and multi practices.**

Our experienced team gets to know your businesses inside and out. They look for opportunities and gaps to increase effectiveness and create a high performance culture and optimal team engagement.

By shining a light on growth potential across the board, our experts bring you tailor-made options to support this growth. This personalised care has helped Prime Practice customise solutions for clients and achieve success for over 20 years.

## Management Program

---

**This industry-leading program provides all the essential nutrients to grow your practice.**

With hands-on, tailored coaching for you and your team, we work closely with you to foster leadership and a harmonious team-managed environment in your practice. With unlimited access to all our workshops, products and services, you can continue to strengthen the roots of your thriving practice.



THE PRIME PROMISE: Grow your practice by more than 150% of the cost of the Program or Prime pays the price. Terms and conditions apply.

## Growth Program

---

**Especially useful when starting a new practice or even just maintaining a maturing practice, this program provides a lower entry point and a more hands-off approach to suit your needs and boost production.**

Access three carefully selected program-exclusive workshops to hone your team and your communication skills, plus choose from additional workshops at a discounted rate. You also have access to our online training videos to help you develop the skills and knowledge of all your team members. Monthly coaching will assist you to set and achieve your practice goals.

## Masters Program

---

**Our Masters Program specifically caters to clients who've already grown with us through our Management Program and are looking to advance and consolidate skills as their practice matures.**

This program enables your business to continue to bear fruit well into the future, with access to the full suite of Prime's value-add products and services.

Additionally, Masters clients can attend a dedicated annual Team Masters workshop and a bi-annual conference held exclusively for them – providing insights, updates and evolving trends in the dental industry.



## Prime Practice Programs

Coaching and consulting	Management and Masters	Growth
Business coaching	✓ Unlimited	✓ Monthly
Practice site visit and Onsite Learning	✓	✗
Numbers analysis and web-based reporting	✓	✓
Annual financial plan	✓	✗
Practice market appraisal	✓	✗

Systems and Resources	Management and Masters	Growth
Prime Engine: Online management tools	✓	✓
Dental Patient Surveys	✓	✓
Team questionnaires	✓	✓ Available at a discount
Telephone Shopper Program	✓	✓ Available at a discount
Personal development tools	✓	✓ Select tools available
Prime Perks	✓	✓

Training	Management and Masters	Growth
Business and leadership skills workshops	✓	✗
Team workshops	✓ Unlimited	✓ Select workshops included
Communications workshops	✓ Unlimited	✓ Select workshops included
Online training for team development	✓	✓

Additional services	Management and Masters	Growth	On-demand
Prime Practice Recruit	✓ Discounts available	✓ Discounts available	✓ Available
Great Dental Websites	✓ Discounts available	✓ Discounts available	✓ Available
Prime Practice HR	✓ Select HR bundles included, others at discount rate	✓ Discounts available	✓ Available
Prime Practice Compliance and Infection Prevention Services	✓ Discounts available	✓ Discounts available	✓ Available

Tailored packages and In-Practice Training are also available to suit your needs.

“Just for the increase in numbers alone it is worthwhile considering Prime Practice, but the difference it will make to your life and lifestyle will be the biggest gain.”

Dr Yang, NSW



# Coaching

While dentistry is rewarding, it can be isolating. Working with Prime Practice means you are always supported.

Whether it's an executive coach, strategic business coach or an experienced practice management specialist, we can provide you with your coaching needs on an ad-hoc or structured basis.

Our experienced business coaches provide that support and reinforcement, bringing a wealth of experience and dental industry knowledge to help guide you along your journey.

As a part of one of our Programs, your coach will get to know you and understand your business from the inside out, providing tailored one-on-one advice that tends to your unique needs and aspirations, while giving you access to exclusive Prime tools when needed.

## Key benefits

A clear framework	With the help of your coach, you will set up an annual business plan including real, achievable financial goals for production and expenses
Keeping you on track	Your coach will work with you to develop the relevant team skills, systems and processes needed to keep you on the path to achieve your goals
Detailed analysis	Our online tools allow you and your coach to analyse your financials in real time and can show you how to increase production, profit and efficiencies in your practice at a glance
Access to all types of coaching	Gain access to a constant source of ideas, tools and strategies to support you through any challenge that you and your team may face
Customised support	Your coach will customise the tools and resources for your particular needs, and ensure workshop learnings are put into practice

nurture  
your business  
with expertise





# training to nourish your practice



“Thank you for enlightening and uplifting me again, and re-igniting my passion for my career. I had begun to lose my drive and your course has helped to ignite it again. I was very impressed!”

Dr Tylee-Porter, NZ

## Workshops

Enhance your skills and empower your team with our workshops designed to meet your ongoing requirements anywhere, anytime.

With a diverse range of workshops to choose from and diverse options for delivery, you and your team will gain deep insights into every aspect of a successful dental practice, increase efficiencies and move towards becoming a team-managed practice. These workshops are worthwhile at any stage, offering long-term benefits by improving leadership skills, communication and team cohesion.

Workshops are run regularly, throughout Australia and New Zealand.

### Curriculum workshops

Getting Aligned
Team Growth
Leadership Skills
Team Collaboration
Leadership Strategies
Business Management Strategies
Masters of Leadership
Team Masters
Onsite Learning

### Elective additional workshops

Best Practice Phone Skills
Keeping Patients For Life
Infection Prevention & Sterilisation
Communications Intensive for Hygienists and OHTs
Primespeak Seminar
Primespeak Master Classes
Practice Owner's Workshop
Power to the Practice Manager

## Training anywhere, anytime

**There is no longer any need to leave your practice with our customised In-Practice Training and Webinars.**

Let us know your needs and we can help nourish your practice, from inside your practice. This means less time out of the office and more targeted material.

## Practice Owner's Workshop

This 1½ day course will help you to reduce the stress of owning a dental practice, create a profitable practice and give you more time to do the things you love.

### Key benefits

Scheduling systems	Learn how to create an ideal day every day and accommodate an increase in patients and production
Dental practice marketing	Discover the tools to attract new patients and keep them for life
Patient communication	Gain communication skills that result in more patients asking you for optimum treatment
Leading your team-managed practice	Empower your team in day-to-day management to improve efficiency and reduce your stress
Understand the business of dentistry	See the real story behind your practice numbers and how you can change them

## Prime Practice Analysis

### The essential tool to grow a healthy practice.

Prime Practice has developed an online tool to help pinpoint what's working well in a practice and any areas of weakness. Following the analysis, practices will know objectively where they stand, where their potential lies and how to take advantage of this to grow.

We have uncovered on average \$538,200 in lost revenue through our Practice Analysis with no new patients required.

### Key benefits

Analyse financials	We'll analyse fees, expenses and financials against benchmarks. This includes analysing each clinician's production and where there is room for improvement
Team analysis	Confidential team questionnaires will provide useful insights into where your team is at, so they can be led effectively
Marketing analysis	We will assess your online presence and return on marketing spend
Active Maintenance and retention	If there is a gap between potential revisits we can look at what can be done to bridge this gap

# growing a healthy practice

“It gives me a sense of control and peace of mind that mine and my team's future is headed to a happy, stress-free place.”

Dr Davies, NSW





# Primespeak, Master Classes and Primespeak Program

We understand that building trust with your patients is key to developing deep and long-lasting relationships.

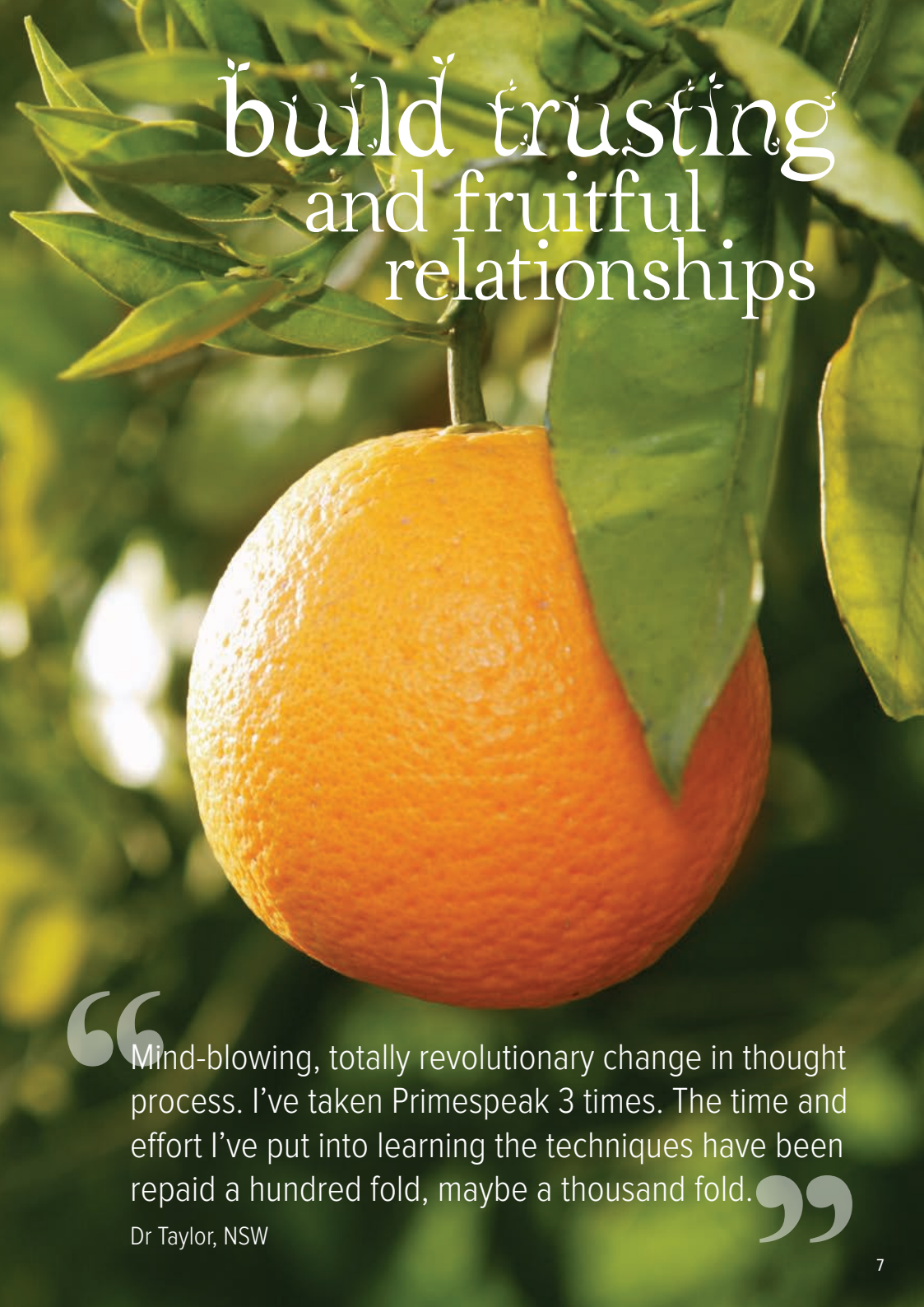
Our world-leading dental communication program, Primespeak, is designed to help you do just that. By equipping you with the right skills-practice to present treatment options, Primespeak will enable you to encourage your patients to make informed decisions about the treatment you know they need, and build a loyal patient base.

Our Master Classes enable you to take Primespeak skills to the next level. Designed for dentists who have already attended Primespeak, these skills practice classes will help refine and hone your Primespeak skills for maximum benefit.

With demand for Primespeak services constantly expanding, our Primespeak Program includes revisits to Primespeak Seminars, Master Classes, coaching, and access to figures to watch your case acceptance soar.

## Key benefits

Remove sales pressure	Clear, ethical and honest communication without the sales pitch
Empower patients	Increase patients' understanding and ownership of their dental conditions
Bridge the gap	Help make the connection between what a patient thinks they need and what you think they need
Make communicating easy	Take the stress out of communicating with patients with the right tools and skills
Eliminate rejection	Stop the 'sub-optimal communication cycle' by eliminating any chance of being rejected while supporting your patients' treatment decisions
Maintain trust and rapport	Create loyal patients for the life of your practice



build trusting  
and fruitful  
relationships

“Mind-blowing, totally revolutionary change in thought process. I’ve taken Primespeak 3 times. The time and effort I’ve put into learning the techniques have been repaid a hundred fold, maybe a thousand fold.”  
Dr Taylor, NSW





## Prime Engine

The Prime Engine provides a comprehensive leading online solution to make sure your practice grows easily and efficiently. Access a diverse suite of online training and practice management tools that have been created specifically to help you run your team-managed practice as smoothly as possible.

Our Engine will also assist to ensure accountability in your practice operations to keep performance on track. We're constantly expanding and refining the list of tools we offer to meet evolving needs, changes in industry practices and technology innovations. Prime will be taking this technological platform to new levels with the development of the Prime Hub.

### Key tools

Online meeting agenda & minutes tracking	Organise team meetings with professionalism and accountability for all involved
Per-user actions tracking	Ensure patients are given the very best of continued care by your team by tracking individual tasks and actions
Practice resource system	Centralise all your processes and procedures including creation, storage and templates
Online training	Our engine of hundreds of training resources allows you to train yourself and your team without leaving your office, and in your own time. Learn new skills and start implementing them by using our action-management system
Coach/practice messaging system	Streamline communications with your business coach and within your practice with our online messaging system
Activity reports	Access a smarter way to track progress of your business activities on an ongoing basis
Articles	Connect to relevant articles and industry news to keep up-to-date with advances, competitors and ways to stay ahead



“The content and tone of my website suits us perfectly. I am really happy with the end result and I could not recommend Great Dental Websites highly enough.”

Dr. Flanagan, NSW



# enhance your growth potential

## Great Dental Websites

Prime Practice has partnered with Great Dental Websites from the US to help Australian and New Zealand practices grow and increase patient numbers with their digital marketing services.

Great Dental Websites help dentists realise the greatest return on their local digital marketing investment through world-class marketing services and an intuitive, dental-specific platform.

Choose from a variety of pre-designed templates or custom designs, creating a website that best suits your practice needs. Great Dental Websites make it easy for users to navigate, simple for dental teams to make amends, and quick for potential patients to find on the internet.

### Key benefits

<b>Optimise your online presence</b>	Stay ahead of your competitors online with our online marketing review and expert advice
<b>Build a recognisable identity</b>	Communicate your professionalism, competence and character through a well-considered and professionally designed brand or website
<b>Access to other marketing services</b>	Access to copywriting, photography, social media or search engine marketing
<b>Broaden your reach from a strong base</b>	Bring back old patients and attract new ones with a range of campaign solutions to suit any practice



[greatdentalwebsites.primepractice.com.au](http://greatdentalwebsites.primepractice.com.au)



# create & nurture a successful team

## Prime Practice Recruit & Prime Practice HR

With the right team, your practice has limitless opportunities to flourish. Prime has dedicated and skilled recruitment and HR teams who are specialists in the dental industry, available to help you to build your ultimate team.

### Key benefits of Prime Practice Recruit

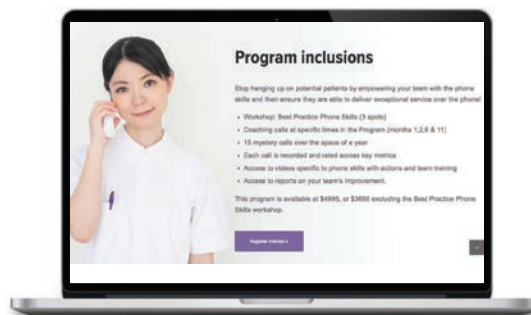
<b>Stress-free recruitment process</b>	You get more time for your patients while we take care of the details – from advertising and interviews through to professional registrations and employment references
<b>Profile your practice and team</b>	We provide the right professional for you based on individual requirements
<b>Access to candidates</b>	We have a diverse range of candidates across the whole dental industry
<b>Industry experience</b>	Our team brings in-depth experience and knowledge of the dental industry to advise on what you need to succeed
<b>A happy, healthy dental team</b>	Bring together a compatible team that helps you grow your practice
<b>Replacement guarantee</b>	We provide a replacement guarantee for all placed candidates so you can make sure they are the right fit for your practice



### Key benefits of Prime Practice HR

<b>Performance management</b>	Support on how to improve the performance of team members and employee exit strategies where required
<b>Minimise staff turnover</b>	Learn how to maximise the potential of your team members
<b>Less administration</b>	Spend more time on your dentistry while we ensure your employee contracts and policies/procedures are legally compliant
<b>Industry experience</b>	Plain English interpretation of awards and legislation
<b>Specialised support</b>	Access employee experts on a national level assisting you to meet your HR needs





## Phone Skills and the Phone Shopper Program

**No matter how successful your marketing is at getting the phone to ring, if prospects aren't being converted over the phone, you are wasting your money.**

Being at the dental front desk is a huge challenge. Your front office team are balancing patients, the daily schedule and the needs of the hygienist and dentist – while also talking to people on the phone.

Often it is the phone calls that get the least focus and attention. This is because they are unscheduled, happen often and can be seen as an unwelcome interruption to a busy day. Without training, it is easy to forget the potential value each of these calls represents.

Maximise the conversions from first phone calls to new patients by training your team on excellent phone service; and ensure they are accountable, committed and constantly improving using our Phone Shopper Program.

### Key inclusions

<b>Best Practice Phone Skills workshop</b>	Send 2 team members to our highly acclaimed workshop to help empower them with enhanced phone skills
<b>Coaching calls</b>	At specific times in the 3 month Program, access one of our highly skilled dental practice coaches
<b>1 Mystery Phone Shopper call per week for duration of Program</b>	Receive recordings and feedback on what your team are doing well and what can be improved
<b>Access to videos</b>	24/7 access to specific phone skills related videos to upskill with follow-up actions
<b>Access to reports</b>	Watch your team improve over the course of the Program



# a healthy and safe practice

## Prime Practice Compliance

**Infection prevention requires co-operation and adherence to strict rules for the whole dental team, but only the clinician is accountable. Is your whole team complying with infection prevention protocols?**

All products and services adhere to the required expectations, as applicable by the local governing bodies.

### Key benefits

In-practice audit	Observation of the practice at work and interview of staff to discuss workflow, sterilisation monitoring and documentation processing. Audit findings discussed and comprehensive report provided
In-practice training	3.5 hours CPD approved, hands-on staff training session. Often bundled with in-practice audit and specific to needs documented
Policies and procedures manual	Provision of a customised Policy and Procedures Manual. Also includes record keeping documentation forms for compliance to standards above
1/2 day Infection Prevention and Sterilisation workshop	Educational objectives: <ul style="list-style-type: none"><li>- Understand and apply Standard Precautions</li><li>- Highlight methods of sterilisation</li><li>- Highlight disinfection and sterilisation issues</li><li>- Be able to relate the applicable codes of practice in line with local standards</li></ul>



[compliance.primepractice.com.au](https://compliance.primepractice.com.au)



### Megan Sharpe

Well known throughout Australasia, Megan delivers her extensive knowledge of Infection Control and Sterilisation in a manner suitable for all members of your team and is designed to ensure the practice is in adherence with the Code of Practice as outlined by the AS/NZS Standards 4815:2006.

NZDA ACCREDITED. AAPM Sterilising, Disinfecting and Infection Control Certification, Continuing Education in Dentistry Sydney University, Certificate in Contemporary Infection Control, HBDI Certified Practitioner





# ending one journey beginning another

## Practice Sale Search

Whether you are looking to sell your practice, or exploring new opportunities, Practice Sale Search will guide you through what can be an exciting, but challenging process.

With over 25 years of experience in the dental industry, Practice Sale Search provides comprehensive and confidential practice sales services for dental practices Australia-wide.

### Key benefits

Discrete and confidential	Personalised service that takes into account this often-sensitive process
Experience guarantees results	Benefit from experts who've been in the industry for over 40 years
Exposure to an extensive database	Access the largest online database of registered buyers
The right price	Maximise the return on your investment
A local presence	Access to a national and growing team





partners  
on your  
journey



**PRIME PRACTICE**  
The Dental Management Specialists

[primepractice.com.au](http://primepractice.com.au)

E [info@primepractice.com.au](mailto:info@primepractice.com.au)  
T +61 2 8935 0600 F +61 2 8935 0699