

BUILDING A HIGH FEE PRACTICE

... In a **LOW FEE Suburb**



Does your practice suffer from **low patient retention**? Do patients leave, business drops off and *you don't know why*? In this presentation, Dr. Moffet shares the principles he utilized to build a successful practice *while charging high fees in a low fee suburb*. Learn how to give your customers a reason for making price irrelevant.

Why is **Dr. Moffet's approach so successful where others have failed**? Dr. Moffet has studied outside of dentistry and implemented the best customer service ideas back into his practice. This is **not just another customer service course**. Dr. Moffet presents a systemized analysis of the **eight stages of a patient/dentist relationship**. His simple system is easy to implement, with little or no cost and *results can be seen immediately!* Step outside of the box. Bring Dr. Moffet's experience, enthusiasm and passion for the subject to your next meeting.

Participants will learn:

- How to **convert more inquiries** into New Patients (increase the ratio).
- Communication methodology for **increasing appointment acceptance** and **reducing cancellations/reschedules**.
- How to create '**Secret Service**' type systems to gather patient information internally and **personalize the patient experience** so they ask "*How did they know that?*"
- Unique hidden systems/protocols that are effective, different and 'not the norm' to **produce exceptional outcomes**.
- How to **make price irrelevant**; ie, patients feel your prices are incredible value based on the experience they receive.
- How to build a straightforward, foolproof system for implementing '**World Class**' service in your dental practice.

*"We're not in the dental business.
We're in the people business."*

~ Dr. David Moffet

One of the New Breed



(61 4) 1922-7757

Australia

www.DrDavidMoffet.com

David@DrDavidMoffet.com

DAVID MOFFET, BDS