

# 2010 Tailor-made Training Modules



**Denplan**  
At the heart of dental care

Module	Description
<b>A Healthy Business in a Challenging Climate</b> <i>Full day</i>	This module concentrates on demonstrating value for money to your patients in order to retain their loyalty. This module will provide practices the opportunity to identify and improve their teamwork, customer care, marketing and selling.
<b>Appraisals</b>	Whether you currently have an appraisal system in place or are looking to introduce appraisals to your practice this course can be adapted to your needs. Considering best practice guidelines and tailoring your appraisal to your practice team.
<b>NEW - Assertiveness and Confidence Building</b>	How much more effective are you when you feel assertive and confident? Look at ways of developing techniques which can enhance every aspect of your professional and personal life.
<b>Communicating with Younger Patients</b>	Your younger patients are your practice's future. Understanding how patients of different ages communicate and what they like to talk about is crucial for rewarding interaction with them. Construct ideas and plans for working with younger patients in the practice.
<b>NEW - Complaints Handling</b>	As an element of core CPD it is essential that practices have a clear and robust complaints handling system. Review your existing policies and look at ways to manage your complaints and turn them into customer care opportunities.
<b>Customer Care</b>	Whether you want to look at your patient's journey, the customer service cycle or how to wow your patients, we have a wealth of information on this topic which we can tailor to your needs.
<b>Dealing with Challenging Situations</b>	Identify the challenges you have in your practice and explore ways to deal with them effectively.
<b>Dealing with Nervous Patients</b>	Establish the causes of anxiety in dental practice. Learn to recognise the signs of nervousness in patients. Consider how to develop trusting relationships with your patients to help them overcome their fears.
<b>Emotional Intelligence</b> <i>Half Day</i>	Exploring self awareness, self management, empathy and rapport building. Learn how emotional intelligence can help you build stronger relationships with your practice team and patients.
<b>Ethical Selling</b>	Are you afraid of selling? Learning how to sell in a way that makes your patients feel comfortable and therefore your team. Learn how to establish your patient's needs, promote your practice services and close the sale.
<b>Flying into Private Practice</b> <i>Half Day</i>	Looking at all points of patient contact including marketing, time within the practice, after sales experience. Work as a team to establish ways to enhance and improve your approach to your patient's experience.
<b>Getting Your Consultations Flying</b> <i>Half Day</i>	When you are providing a patient a private consultation appointment it is important to maximise the communication opportunities within this appointment and reinforce the value for money.
<b>Improving Communication</b>	Communicating effectively with patients and as a team is central to every business and therefore should be constantly reviewed. This module can be adapted to meet your needs and can cover areas such as body language; tone and words; team communication and giving and receiving feedback.
<b>Introduction to Clinical Hypnosis</b> <i>Half day</i>	This module aims to give you a greater comprehension of the phenomenon of hypnosis and how you can use this in an ethical and professional manner within dentistry. Although it will not give you the skills or qualifications to practice hypnotherapy, it will assist you in making an informed choice about further training, and give you a clearer understanding of hypnosis.
<b>Introduction to Neuro Linguistic Programming (NLP)</b> <i>This module is also available as a full day</i>	Get a taste of advanced communication techniques developed by the scientists Bandler and Grinder. Explore the science and art of building rapport with others so that you build more positive relationships.

# 2010 Tailor-made Training Modules



<b>Marketing Matters One – Developing Your Brand</b> <i>Half day</i>	By establishing your brand in the market place you can show patients what makes you different from other practices and why they should choose you. As a team you will decide and clarify your brand identity and analyse how far your practice image and literature reflect this.
<b>Marketing Matters Two – How to Keep Patients and Attract New Patients</b> <i>Half day</i>	Leading on from "Marketing Matters One - Developing Your Brand", this follow up module offers a selection of tips, ideas and suggestions to help you spend your marketing budget wisely. "Marketing Matters Two - How to Keep Patients and Attract New Patients" explores marketing initiatives such as incentives, advertising and PR that build patient loyalty as well as attract new business. As a team you will identify your marketing goals and create your own marketing plan.
<b>MBTI: Understanding your Personality Profile</b> <i>There is a surcharge for this module</i>	MBTI is a versatile tool that provides individuals and teams with a powerful understanding of their own and others personality types. With this knowledge you can improve communication and enhance your working relationships. The module involves a completion of a questionnaire which will be assessed by a qualified Myers Briggs practitioner.
<b>NEW - Patient Diversity in Practice</b>	Identifying the diversity of patients that you have within the practice and how you can approach their needs effectively. Including looking at disabilities and cultures.
<b>Planning Your Practice Website</b> <i>Half day</i>	This training session is designed to enable you to efficiently plan your website. From the home page to the layout and content. Even if you have an existing website you can use this training module to review its structure and ensure that your site is fully utilised.
<b>Principles of Coaching</b> <i>Half day</i>	Coaching is a skill useful in both personal and professional environments. Learn how you can apply the principles of coaching to help you achieve your goals.
<b>Reception Matters</b>	A course for the whole team to understand the role they play in a smooth running and efficient reception.
<b>Smoking Cessation</b>	Explore how you, as a dental team can assist and support your patients to stop smoking. Based on the Department of Health's guidelines, you will look at appropriate ways to support and educate your patients to improve their general health as well as their oral health
<b>Stress Management</b>	Look at what causes stress in personal and practice life, examine the impact of stress both emotionally and physically. Come away with practice stress management techniques that you can take back to practice with you.
<b>Team Building / Motivation</b> <i>Half day</i>	What makes good teams great? Explore proven expert theories on teamwork, and discuss different principles of motivation. The focus will be on setting goals and improving the way your team works together.
<b>Team Dynamics</b> <i>Full Day</i>	This day will focus on the internal dynamics and diversity of your team, and find ways to embrace the positives whilst addressing the negatives of this diversity. Examine the problems that can occur if conflict arises in the team and how to implement effective conflict management strategy.
<b>Team Planning</b> <i>Half day</i>	Planning together as a team sets your business apart from the rest. Set your business objectives and initiatives with manageable timescales using the various principles of team planning, and come away with a practical action plan to set into motion.
<b>Telephone Tactics</b>	Make that first impression a positive and lasting one. Working as a team, set your call standards, and use various practical hints and tips to remove the barriers that can create misunderstandings on the phone.
<b>Time Management</b>	Managing time constraints within your practice can be one of the more difficult challenges a busy practice can face. Look at how you can prioritise, organise and delegate your tasks, including reviewing your appointment book management.
<b>NEW - Transactional Analysis</b>	Based on the famous psychologist Eric Berne's theory of communication, this course makes his theory accessible to all and enlightens you to its role within your interactions with patients and each other.

All of our Tailor made training modules are updated and added to on an ongoing basis by our team of professional trainers. Our days are completely tailored to the needs of your practice and for this reason we encourage practices to discuss their objectives with their trainer prior to booking their training day.