



PrimeSpeak

LVI School of Business and Management

PrimeSpeak courses

PrimeSpeak Three-day Seminar

FACULTY

Dr Michael Sernik, BDS



TUITION

\$3,495, team \$995

CE CREDITS

19, AGD code 550

How to get patients to urgently want the treatment they need

It is the responsibility of a dentist to provide their patients with the highest quality treatment. This often places the dentist in 'sales mode', and trying to sell dental treatment can be generally unpleasant for everyone involved.

However, it is possible to use advanced communications techniques to mold the patient's expectations in a predictable way.

When we create the patient who requests optimum treatment, it becomes relatively simple to give them what they want.

The PrimeSpeak Three-day Seminar provides the theory behind this unique communication technique.

FACULTY

Dr Phillip Palmer, BDS

Anita Roubicek

Dr Michael Sernik, BDS



TUITION

\$2,500 monthly

CE CREDITS

15 each workshop,
AGD code 550

PrimeSpeak Leadership Program

Advanced leadership and communication training for the whole dental practice

Most dentists would be thrilled if they could lead a team to manage all of the elements of the patient's experience, leaving the dentist to concentrate on clinical work.

Using the skills learned at the PrimeSpeak Three-day Seminar, the PrimeSpeak Leadership Program ensures that the dentist becomes a communications expert first and then create a team that can support the quest for maximum efficiency.

This program utilizes:

WORKSHOPS: A series of ten, two-day workshops to deliver systems and communication techniques in an interactive and educational way.

BUSINESS COACHING: Professional business coaches will monitor the progress of each producer using our 'web-based reporting' software as a real-time indicator. This will expose you to the reality of the state of your practice. These coaches will also assist with implementing leadership skills and the operating systems learned at each workshop.

WEB BASED REPORTING: Web-based reporting monitors practice production and can highlight any gaps in your systems to maximize performance and pre-empt any problems.



*LVI Global (code # 208412) is designated as an approved PACE Program Provider by the Academy of General Dentistry. The formal continuing education programs of this program provider are accepted by AGD for Fellowship, Mastership and membership maintenance credit. Approval does not imply acceptance by a state or provincial board of dentistry. The current term of approval extends from June 1, 2007 to May 31, 2011.

INFORMATION and REGISTRATION

www.lviglobal.com

888.584.3237



PrimeSpeak Three-day Seminar

How to get patients to urgently want the treatment they need

The objectives of this course are for the participant to be able to:

- Motivate patients to want comprehensive treatment without any sales pressure
- Utilize communication methods that eliminate the need for any objection handling techniques
- Understand how to rapidly build trust

About Dr Michael Sernik, BDS

Dr. Michael Sernik is a dentist who has combined his extensive clinical experience with a diverse corporate training background to develop a novel approach to dental practice development.

After 23 years of clinical dentistry in Australia and the UK he moved into the world of corporate training and spent 10 years working throughout the USA, Canada, UK, and Japan. Dr. Sernik is the creator of the PrimeSpeak communications program for dentists.

The modern technically accomplished dentist, in fulfilling his role as a patient advocate, has an obligation to direct the patient to the most appropriate therapies. There is often a gap between having clinical skills and utilizing them, which can be bridged with communication skills. Michael's step-by-step system uses gentle techniques that are the antithesis of traditional sales training. The patient will never feel any pressure from the dentist.

*"I have had a few watershed events in my 23 years of dental practice when I would know that from here on out my course would **change forever in a significant way**. Attending your course and learning the concepts is another such event... I started using the Prime Speak 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....**"*

Dr. Prabu Raman

*"Counterintuitive it may be, but so much more comfortable for the Dentist, team and patient, and much **more powerful and effective than the traditional 'sales' techniques.**"*

Dr. Mark Birnbach

*"Learning how to do full mouth dentistry is easy at LVI. PrimeSpeak makes it just as easy to get patients to say yes. **You can't have one without the other!**"*

Dr. Jan Neuhaus

*"This is absolutely **one of the finest programs** I have ever attended. It is simply amazing!"*

Dr. Fred Abeles

*"My team is on fire with this and we cannot wait for the next workshop! If you have not done the three day PrimeSpeak course just go. If you are thinking about signing up for the coaching program - **do yourself and your team a favor**. Not to mention the financials of your practice!"*

Dr. Lori Kemmet

*"Wow, **I was blown away**. I have taken countless practice management courses and utilized in-office consultants but I have never seen such powerful, **counter-intuitive, and revolutionary material** that every dentist and their team should hear. 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. Max Ebrahimian

*"I can easily say that this is the **best course on dental communication that I have ever taken!** I was just beginning to "get it" after the first course, but this course has really led me to a deeper understanding of the process. I am certain that it will totally revolutionize the way that I practice. In fact, I am rewriting all of my forms as I speak.*

For the hundreds of dentists that have taken the "Niche Practice" course, Prime Speak is a perfect companion to this concept of practice. Don't delay!"

Dr. Brad Durham

"An amazing, frustrating, wonderful, maddening, natural, counterintuitive course."

Dr. Mike Bingham

*"The course honours patients as **individuals**, respects their boundaries and avoids violating them which may have resulted in alienating the patients from the practice."*

Dr. David Peck

Following the PrimeSpeak Three-day Seminar, participants will be convinced they are at the cusp of a **life-changing practice evolution**. They are now ready to begin the PrimeSpeak Leadership Program to revolutionize the way their whole practice works.

PrimeSpeak Leadership Program

Advanced leadership and communication training for the whole dental practice

The objectives of this course are for the participant to be able to:

- Have an individual annual plan and comprehensive understanding of its importance to the success of your practice
- Utilize the skills-practice of the entire new patient exam using patient records including models, radiographs and photographs as taught by the PrimeSpeak team
- Utilize a change model detailing the various stages of change
- Learn what drives the behavior of your team and your patients and how to address their needs
- Utilize techniques that will maximize the rate of conversion of phone enquiries to patients
- Understand and implement the 12 core elements needed to attract, focus and keep the most talented employees
- Be aware of your MBIT preferences, areas of strength and possible areas of weakness
- Understand what interpersonal and problem solving skills are required to achieve effective solutions
- Identify areas for potential embezzlement and how to prevent it occurring
- Have completed a SWOT analysis of your practice and then conducted a cause and effect analysis of your opportunities and threats.

Each workshop has a complete outline and set of objectives which will be made available to participants.

About Dr Phillip Palmer, BDS

Prior to early 2003 Phillip ran a successful dental practice together with three other dentists and three full-time hygienists. He has been involved in teaching dental practice management since 1995, his activities culminating in forming the Prime Practice Management Program in Australia.

Through Prime, he has helped hundreds of dentists to reach their goals, increase their income, and enjoy their practices more. He has lectured extensively around Australia and New Zealand on practice management topics and has a complete understanding of all the different management, financial and professional issues that face dentists in this country.

*"The material and information is stellar, and when you add that with coaching... it is an **unbeatable combination**. They take time to look at your goals, help you refine them, give you a plan, teach you how to achieve it and then coach you monthly along the way. All I have to do is show up, make some effort, learn some new trick and I win – big time!"*

Dr. Brad Durham

"This was a total mind expanding experience....I need this leadership thing...I'm convinced that this is really where it is at with regard to success in a dental practice. There should be a waiting line of 500 or more LVI dentists eager to take themselves to the next level by letting Phillip and company help them become better leaders. I think we sabotage our own success too often by failing to step up to be the best leader we can be. "

Dr. Lee Ostler

*"Try to imagine this: A room full of dentists being given information in a way they had never heard it before and getting it...There were so many eye opening moments when the "lights really came on" that it **looked as if there was a room full of paparazzi flashing away**. If you haven't heard of this program yet and what it entails go to: www.primespeak.com look for and click on: Leadership Coaching Program and go to Workshops."*

Ashley Johnson

