



PLATINUM
PROFESSIONAL DEVELOPMENT

YOUR VISION - OUR DIRECTION

Inspiring, Motivating and Empowering
You and Your Dental Team



We believe the foundation of a
successful and fun filled dental practice is
through TOTAL TEAM EFFORT



On behalf of the team at PLATINUM Professional Development, we welcome you to a guide of the services and products we have available for the entire dental team.

We believe to succeed in today's competitive environment, it is paramount that your practice discovers the direction it needs to obtain a fulfilling future.

Quality Practice Management and Continuing Education is an important part of your future. In fact it helps define your future. At PLATINUM Professional Development we want to be your advisor, coach and support team.

Our reputation is solid and our attention to personal service together with our commitment to you and your practice will make us a trusted investment.

A handwritten signature in black ink, appearing to read 'Kathy Metaxas'.

Kathy Metaxas
CEO



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Our First Contact

Complimentary Telephone Conference



Is the Involvement of PLATINUM Professional Development the Answer to Unleashing Your Practice Potential?

We have all heard about consultants...

But what do they do?

What can they offer my practice?

How can they make a difference for my practice?

By taking up the offer of a one-hour 'complimentary' telephone conference with one of our professional and experienced consultants, you will answer these questions and more.

At PLATINUM Professional Development we offer you the opportunity with a complimentary telephone conference, to find out what we do and how we can assist you and your team to realise your practice potential.

During this pre-scheduled call you share with us your vision for your practice and any concerns. We then determine the appropriate methods of providing your practice with the tools and knowledge needed for you to achieve your goals and grow your practice to your desired level of excellence.

This telephone conference will allow you to be fully informed with what you can expect from PLATINUM Professional Development and what will be expected from you and your team, should you decide to continue to the next level.

While results are our focus, we aim to create an environment which encompasses a highly skilled professional team who willingly care for your patients. This will return to you the happiness, fun and profit that you're hoping for.

Contact us now and schedule your 'complimentary' telephone conference with one of our consultants.

We are just the ingredient needed to create that dream practice you know is your potential.

A one hour investment of your time is all it will take!

Practice Assessment

Creating Your “Blueprint” Management Proposal



Is your practice
driving you towards
your goal...
or **driving you**
insane?



The choice is yours!

Don't work for your practice – have your practice work for you.

Is the everyday running of your practice impacting on your lifestyle?

Discover how to improve your lifestyle while creating a professional, profitable and sought after dental practice.

Realise Your Vision – While Living Your Life

Let PLATINUM Professional Development assess your practice and provide you with a comprehensive, practical business plan detailing how you can achieve your goal of creating that ideal, profitable practice which provides you with the lifestyle you deserve!

- During a normal clinical day one of our consultants will visit your practice to gain first hand knowledge of the present operations and systems
- We will individually interview each team member and gain a feel for the pulse of your practice and team
- Together with our accounting department we will analyse the financials of your practice
- The effectiveness of your current marketing and your team and practice image will be assessed

Enlightened with this knowledge, we will develop your personal comprehensive Practice Management 'Blueprint' Proposal designed to meet your practice vision, goals, needs and your lifestyle.

This Practice Management Proposal will contain valuable information which you will refer to for the life of your practice. It will detail our findings and recommendations for your practice, our proposed on-site time, our support program and your investment.

Our Brand of Success

"If you desire an impetus for change, consult the exuberant Kathy Metaxas. Our practice reaped the benefits of PLATINUM's program in a short period of time. We have been encouraged in our underlying philosophies of quality patient care and have expanded our practice horizons, as well as our team!" *Midland Dental Care – Western Australia*

"PLATINUM is the best thing that has happened to our practice!" *Sure Dental - Queensland*

"PLATINUM turned our energy and enthusiasm into a professional and polished team. The high level of professionalism and many different systems that have been introduced have streamlined our workload and increased our production!" *Duncraig Dental Care – Western Australia*

Practice Management Program

“The Beginning of a New Direction and Level”



Our Management Program begins with four **dynamic** days designed to **unite your team, create vision and motivation** to achieve **results** and **move forward.**

The DIFFERENCE is - we come to you!

Our 5 Module Practice Management Program is implemented on-site at your practice over the period of your contract, normally 24 months. The entire team is coached and mentored along the way by your consultant, our fully-trained professional team and associates with unlimited email, fax and telephone support.

Practice Management Program

The implementation of your Practice Management Program begins with a 4 day program. The first 2 days are designed without patients for your Team Development Workshop. The following 2 days have patients scheduled as usual and your consultant remains on-site for support, further training and implementation.

Your consultant then returns to the practice for 2 days every 4 months.

On the first day, the practice is scheduled with patients as usual. Your consultant observes the daily running of the practice and has one on one meetings with the team. The second day is set aside without patients for further implementation of the Practice Management Program and team training.

Module 1: Presentation, Vision and Goal setting plus the entire Front Office Module

Initial implementation conducted over 4 days

Module 2: Hygiene Mastery Module

Implemented in the 4th month over 2 days on-site at the practice

Module 3: The New Patient Experience

Implemented over 2 consults on the 8th & 12th month on-site at the practice

Module 4: Back Office (Clinical) Module

Implemented over 2 consults on the 16th & 20th month on-site at the practice

Module 5: Back To Basics – The Complete Overview

Implemented in the final month

Our Brand of Success

“Over the 18 months we worked with Claire Watson and the Platinum Team our practice has completely changed. We have happy, motivated staff, are seeing better quality patients and our dentists are working less hours. Claire has been a huge support to all our staff and has been a constant guide, even after we completed the program. We have no regrets, it is the best investment we have made”. *Robina Town Dental – Queensland*

“Just when we felt our Practice had plateaued, Platinum helped guide us to new, undreamable heights! What set Platinum apart from the others is their absolute personalised, hands on involvement in the development of our practice. A commitment to the training and coaching in everything that counts in the dental practice of today. Platinum leaves nothing to chance, relentless attention to detail and systems that work, KPI's and accountability. I cannot recommend Platinum more highly, it's hard work, but the results make the journey worthwhile... many times over!” *Dr P Stacey – Smilecare SA*

Continuing Education

Empowering You and Your Team





Our series of seminars and workshops are conducted nationally throughout the year, or you can have any of our workshops presented exclusively for your practice.

1 Day Seminars

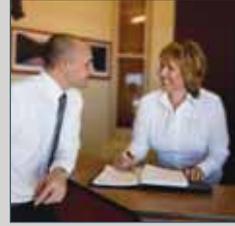
- **Custom Designed Team Development Days - Specific to your needs**
- **PLATINUM Standard Telephone Techniques and Patient Service Workshop**
- **Front Office Superstar**
- **TC IT! - Treatment Coordinator**
- **The Driving Force – Leadership at a different level**
- **Mastering the Art of Oral Health Care**

3 Day Seminar - designed uniquely for each area within the practice

- **1... 2... 3... GO**

Be inspired with the latest in practice management, leadership skills, communication techniques, exceptional patient care skills, teamwork and front office and clinical organisational procedures.

Your Custom Designed Team Development Day



Bring back the
passion, creativity,
professionalism
and team work that
make for a **profitable,**
productive and **fun**
working environment.

Grow your business by growing your people

Choose from our series of nationally conducted seminars/workshops or have our expert team customise a Team Development Day to promote growth, motivation and learning exclusively for your practice.

Your Customised Designed Team Development Day

Reward your Team!

Our custom designed workshops have become PLATINUM Professional Development's most popular workshop.

Following a telephone conference call with the principal/s and managers to determine the practice's training needs, PLATINUM Professional Development will design a workshop exclusively to meet your requirements. This workshop will enable your team to recognise the need for change and empower and motivate them to make the changes required to develop the areas of need within your practice. A customised workbook will also be produced for each member of your team.

For maximum benefit, these custom designed workshops are best held at a venue away from the practice.

Now watch things change!

The number 1 characteristic for a successful practice is Team Retention.

Provide everyone with an opportunity to learn, rediscover motivation and focus on becoming a long term and loyal team member of an exceptional practice.

Our Brand of Success

"Kathy presents with an enthusiasm that is contagious and inspires you with practical guidance to improve customer service in the practice." *R Says - Queensland*

"Kathy I was so impressed with this day, I wish there were more. I got so much from it and am so eager to implement so much." *N Wheeler - Victoria*

"I particularly enjoyed the role play scenarios! They can be intimidating but are absolutely the best way to learn." *W Smyth - New South Wales*

"Fantastic course for all team members." *P Landon - Western Australia*

Call 1300 656 477 to schedule your workshop



Your reputation
begins the moment
your telephone is
answered...

**First impressions are
lasting impressions!**

Still PLATINUM's most sought after Hands-On Workshop



Attend one of our group workshops or have this seminar customised for your practice.

Participants will be inspired, motivated and supported with the practical information required to change the culture of the practice.

The entire team will enjoy this fast moving, hands-on workshop.

Telephones are active in the room and the attendees actually answer calls.

Our presenters, who have spent their careers working as dental professionals, will provide attendees with practical advice and answers designed specifically to cover those areas known to create stress in the dental practice.

You will exude confidence and be rejuvenated with your newfound knowledge on how to manage:

- Tone - It's not WHAT you say, but HOW you say it! PLATINUM standard tone and language when answering the telephone is the MOST important tool in the practice. If the telephone doesn't ring the hand piece doesn't sing!
- Overload calls
- Late cancellations and re-scheduling
- Converting 'Shoppers'
- Screening 'Urgent Care' patients – your biggest referral
- Financial enquiries
- Difficult patients

And lots more...

You will be motivated and enthused to excel in:

- Telephone Image
- Professional Image
- Patient Care beyond expectation

Who can attend this workshop?

The entire team including dentists, will develop together to build the practice image and achieve the practice's common goal to provide 'service beyond expectation'.

What will I take back to the practice?

Each attendee will receive a 'complimentary' comprehensive manual and informative handouts. Daily references and resources at your fingertips.

Our Brand of Success

"We left this workshop feeling highly motivated and ready to try new things." Dr P - Queensland

"This telephone information is cutting edge, we will be implementing everything!! J Domingo – Western Australia

"Always informative and love how it involves everyone. Well done again!" J Potts – Tasmania

Call 1300 656 477 to schedule your workshop

Front Office Superstar



A **MUST** for all front office team members who believe organisation, systems, **professionalism** and a **high standard** of **patient care** is **paramount.**

Front Office Superstars wear many hats!

Find out how to juggle them all while delivering a five star level of care with a smile on your face. Enjoy being a SUPERSTAR!

Change the culture of your front office and help your team rediscover the joy of working in a well managed, low stress environment.

This dynamic seminar will give the front office team easy to implement systems and techniques delivered in a highly motivating style. A must for ALL front office team members, dentists, practice managers and those who share a clinical and administrative role in the practice.

Learn the answers to:

- Practice and Team Presentation
- Attitude: Are you a Lemon or Lemonade?
- Teamwork: 4 basic rules to retaining a happy, efficient team
- Communication: Right Words – Right Time – Right Tone!
- Telephone Techniques: Creating the image you want while getting what you need
- Patient Arrival: The ‘Concierge Service’
- Scheduling for production, not to fill the gaps.
- Managing Difficult Patients: Kill them with kindness!
- Pending Program: The ‘Practice within your Practice’
- New Patients: An ‘Exceptional Experience’
- Financial Arrangements: Make it easy
- Final Appointment and Exit: Every patient leaves with 5 things.
- TLC: Create “Raving Fans!”
- Fun: Is it possible at work? ABSOLUTELY!

Our Brand of Success

“Very informative – lots of terrific ideas and solutions.” *L Burnett – South Australia*

“Most informative seminar I have ever been lucky enough to attend.” *J First - Victoria*

“Very informative. Been in the dental industry 15 years but still learned more – definitely continue to go to more lectures.” *B Cartwright – New South Wales*

“Very enthusiastic presenter, provided realistic and achievable solutions to many daily issues.” *J Dees – Victoria*

Call 1300 656 477 to schedule your workshop

TC IT!



Introduce a **TC** (Treatment Coordinator) into your practice and watch your **Patient Satisfaction** and **Case Acceptance Soar!** Patients **love** them!

Somewhere in your team you have that person who has the untapped potential to become a Treatment Coordinator (TC).

This active participation workshop will open up the opportunity to develop the TC role in your practice.

Grow your practice efficiency, patient care and team happiness with a TC. Let us show you how to deliver all treatment plans comfortably, professionally, confidently and informatively.

This position is vital in developing:

- An exceptional 'New Patient Experience'
- Higher case acceptance
- 'YES' Language
- S.O.L – Service Orientated Language
- Your patient comfort and interaction
- Career satisfaction and team retention
- Dentist/Hygienist and Oral Health Therapist support
- Reduction in incomplete treatment cases – minimise pending
- New patient referrals
- Patients as "Raving Fans"

Workshop Outline

Morning: You will realise the benefits of this vital role and discover how to implement this position in your practice.

This includes but is not limited to:

- Job description
- Performance guidelines
- Incomplete treatment systems
- Scheduling for production
- TC Templates
- 'YES' Language
- Communication skills
- The 'Belinda Covers' presentation
- Delivery of the entire 'New Patient Experience'

...and so much more!

Afternoon: Hands on participation in the presentation of Treatment Cases and be part of the TC role in action.

This workshop is suitable for anyone who discusses Treatment Plans. Can you afford NOT to do it.

Our Brand of Success

"Today I became a TC, tomorrow I will get the YES." J Crawford – Western Australia

"Great opportunity to learn how to better our practice." Dr R – South Australia

"Why didn't we get this at dental school." Dr S – Victoria

Call 1300 656 477 to schedule your workshop

The Driving Force



“LEADERS LIVE IN
GLASSHOUSES”

The **Best Example**
of **Leadership** is to
Lead by Example.

“One of the hardest tasks of leadership is understanding that you are not what you are, but what you are perceived to be by others.”

Edward L. Flom

This dynamic workshop is designed for business owners, principals, dentists and managers. There has never been a more important time to lead your team, than now! With universal uncertainty dominating world news, everyone is looking to their leaders for assurance and direction. YOU are no different.

When did you last take the time out to devote a full day to working ON your practice, rather than IN your practice?

- Understand your particular management style and the impact it has on those you lead
- Improve your ability to lead and coach your team with our proven processes and a new approach to your leadership style
- Be empowered and prepared with our ‘Leadership Managers Checklist’. This tool will assist you to consistently keep on track
- Learn how to get the most out of your team while they enjoy working in a well managed, supported, harmonious, low stress environment
- Job Descriptions and Responsibility Sheets
- Management Systems that have the team accountable
- Recruitment and Induction Programs
- Procedure outlines and manuals ALL generations will read and understand
- Recognition and Appreciation Programs. Do bonuses work?
- Get that edge you need to really make a difference!

To enjoy the rewards of a profitable, well organised practice which provides exceptional patient service and a happy, rewarding working environment, become THE DRIVING FORCE. The leader your practice needs to succeed.

Grow your business by growing your people.

Call 1300 656 477 to schedule your workshop

Mastering the Art of Oral Health Care



The Hygiene
Department is
the '**Heart & Soul**'
of the practice.

Delegate your soft tissue management and the care of the younger patients in your practice to the experts!

This workshop brings the team together to create the vision, understand the inner workings and learn how to implement the processes necessary for a professional, well managed and profitable Hygiene Department.

To create a successful business, it is critical for the entire team to provide the best oral health care possible for your patients and to have a well-founded hygiene philosophy.

Together with the 'Hygiene Tool Box', proven to provide the exceptional hygiene appointment, you will also notice other areas of change in your practice:

- Increased overall productivity – up to \$250K PA per Hygienist / Oral Health Therapist
- Introduction of the business of dentistry to the hygiene department
- Increased hard tissue management throughout the practice
- Career satisfaction and reward for the clinical and hygiene team
- 98% retention of hygiene patients
- Activation of the 'practice inside your practice' – keep them visiting you regularly
- A formalised periodontal program
- Diversification of roles within the practice
- A balanced hygiene and oral health therapy program
- A higher level of patient dental IQ
- A more motivated and educated team
- Leadership and team harmony
- Accurate patient records – avoid litigation
- Increased awareness of comprehensive dental care in all clinical areas
- Increased numbers of preventive care patients
- Increase in hygiene referral patients (recalls)
- Minimal cancellations in the hygiene department
- Higher case acceptance

...and so much more!

Call 1300 656 477 to schedule your workshop

1... 2... 3... Go

Create the Exceptional Practice



At last a practical,
down to earth
workshop offering
one on one training
for the entire team in
their specific area.

Turn your life and business around. Be prepared to Create the Exceptional Practice in 3 days!

Participants only attend for 1.5 days of the 3 day seminar.

DAY ONE: TEAMWORK

Your entire team attends a full day that delivers practical and simple tools required to Create the Exceptional Practice.

DAY TWO: THE FORMAT FOR SUCCESS

AM - Front Office and Administration

An opportunity to bond while learning essential front office and administrative procedures and systems. It's a fun and interactive half-day session.

PM - Clinical and Sterilisation Coordinators

An interactive afternoon of clinical and communication skills focused on the back office team.

DAY THREE: HYGIENE AND LEADERSHIP

AM - Hygienists, Oral Health Therapists and Hygiene Coordinators

Mastering the Art of Oral Hygiene by introducing business and well proven clinical systems and procedures.

PM - Business Owners, Principals, Dentists and Managers

Become empowered and motivated with leadership skills to put into immediate action. The catalyst for your Exceptional Practice.

Our Brand of Success

"Our Team was truly inspired after our time with PLATINUM. Kathy, you have amazing skills and commitment to motivating and empowering a team. Thanks so much, we are looking forward to working with you again."

Dr S – Victoria

"Bring the whole team to be motivated, challenged and armed with fantastic verbal skills. Kathy is a wonderful speaker who will revitalise your office."

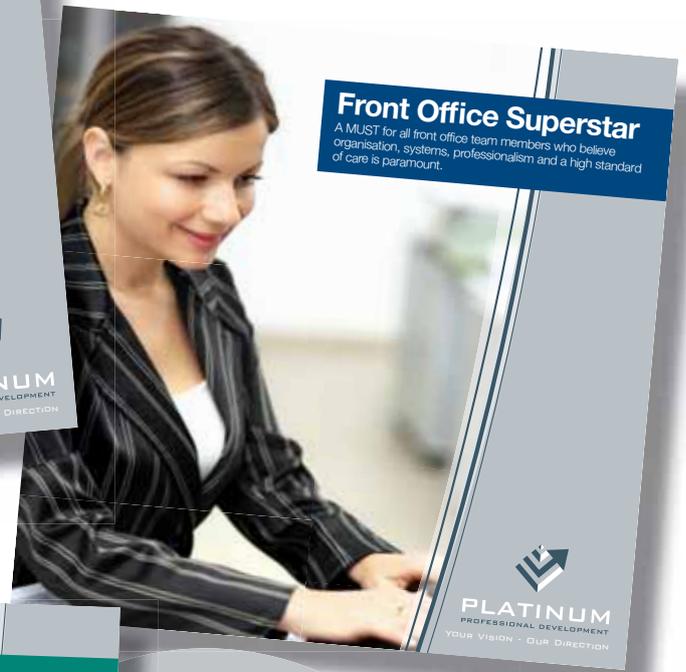
J. McLean – South Australia

"Kathy has a wonderful high energy, enthusiasm and passion for promoting excellent patient service in dentistry. I thoroughly recommend this workshop, it will benefit all progressive dental practices."

Dr K – Western Australia

Call 1300 656 477 to schedule your workshop

The PLATINUM Professional Development CD Collection



These 3 CDs are the answer to your in-house training program. The perfect resource for introducing continuing education to your practice and assisting new team members get started in the right direction.

A complete training package presented by Kathy Metaxas.

Purchase the entire set of 3 Compact Discs as a powerful training tool for your entire practice, or build your library one at a time.



PLATINUM Standard – Telephone Techniques and Patient Service

- Tone - It's not WHAT you say, but HOW you say it!
- Difficult patients
- Late cancellations and re-scheduling
- Converting 'Shoppers'
- Screening 'Urgent Care' patients – your biggest referral
- Managing New Patients – your practice builder
- Financial enquiries

Your chance to update the entire team in-house!



Front Office Superstar

Understand how to create a successful dental business and maintain harmony and low stress in the front office. Become a SUPERSTAR!

- Practice and Team Presentation
- Attitude: Are you a Lemon or Lemonade?
- Patient Arrival: The "Concierge Service"
- Communication: Right Words – Right Time – Right Tone!
- TLC: Create "Raving Fans"
- Fun: Is it possible at work? ABSOLUTELY!



TC IT! (Treatment Coordinator)

Whether you're introducing a Treatment Coordinator, up-skilling your present TC or manage your own treatment cases, this presentation provides the essentials.

- Job descriptions
- Performance guidelines
- Communication skills
- The 'Belinda Covers' presentation
- An exceptional 'New Patient Experience'
- Higher case acceptance
- Career satisfaction and team retention

BONUS When purchasing the 3 CD collection you will also receive the PLATINUM Standard – Telephone Techniques and Patient Service Workshop Manual. A 'must have' resource for all front desks!

Practice Policy & Procedure Manual

Produced by experts to create experts



Practice Policy & Procedure Manual - A MUST HAVE RESOURCE

Give the experience and expertise of PLATINUM Professional Development to your team every day with the PLATINUM Professional Development Practice Policy and Procedure Manual.

The main reason practices do not have a Policy and Procedure Manual is they don't know where to start or have enough time to develop one.

This comprehensive manual provides you with the framework to develop a Policy and Procedure Manual uniquely for your practice.

- Templates/forms can be directly implemented or customised to your needs
- Checklists offer every area of your practice the opportunity to be organised and uniformed
- Guidelines will empower the whole team with understanding of practice policy and expectations
- Restore and maintain harmony with open communication
- Provide structure and form for your team to build on
- Encourage contribution and ownership from your team
- Project confidence and professionalism to your patients
- Take the stress out of HR

Let your team know what you expect - Know what to expect from your team

We make it simple in all areas of your practice with guidelines, checklists, protocols, procedures and policies for you to implement or use as templates.

- The Front Office • The Back Office • The Hygiene Department
- Practice Management • Personnel Management • Business Management

...and much more





Our **Mission**

YOUR VISION - OUR DIRECTION

Our philosophy is total commitment to a high standard of Patient Service. We believe the foundation of a successful and fun filled dental practice is through **TOTAL TEAM EFFORT.**



PLATINUM
PROFESSIONAL DEVELOPMENT



PLATINUM
PROFESSIONAL DEVELOPMENT

YOUR VISION - OUR DIRECTION

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