

DR. DAVID MOFFET, BDS



Why bring an Australian dentist to your meeting?

The Australian dental healthcare system is largely private insurance; patients are *free to choose where* they receive their dental care. (That's all the more reason to **get Customer Service right!**) Dr. Moffet grew a small, two room dental office into a successfully producing, **premier practice** in a **low-income suburb** of Sydney, Australia. What was originally produced in a month, is now produced in a day. **Dr. Moffet shares the protocols and success principles used to predicate and sustain this growth.**

Why is Dr. Moffet's approach so successful where others have failed?

Dr. Moffet incorporates the **best ideas** learned from studying philosophies of the most successful companies *outside of dentistry*. His business success stems from his belief that '**dentistry is a people business**'. Dr. Moffet's presentations share the inside scoop on the **unique systems** his practice utilizes for exponential growth. Learn more about his most popular presentations below. *Customized presentations are available upon request.*

BUILDING A HIGH FEE PRACTICE

... In a LOW FEE Suburb



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**. *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!*

FIVE OF THE BIGGEST MISTAKES I'VE MADE

... and How to Avoid Them



In this thought provoking and insightful presentation, Dr. Moffet shares his top 5 lessons learned from 25 years growing and running a successful dental practice. These lessons learned both inside and outside of the dental field, when incorporated, will help you grow a stronger, more successful dental practice.

DAVID MOFFET, BDS

(61 4) 1922-7757

Australia

www.DrDavidMoffet.com

David@DrDavidMoffet.com

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

FIVE OF THE BIGGEST MISTAKES I'VE MADE

... and How to Avoid Them



Is the money coming in *enough* to cover the **money going out**? Are members of your **team** *upsetting* your ability to work well? Are your advertisements **bringing in 'tire kickers'**... or *quality* new patients? In this thought provoking and insightful presentation, Dr. Moffet shares his top 5 lessons learned from 25 years growing and running a successful dental practice.

This is **not** just another North American dentist talking about his local experience. Dr. Moffet shares his **global perspective** based upon his dental and business experiences both Australia- and world-wide. These lessons learned both inside and outside of the dental field, when incorporated, will help you grow a stronger, more successful dental practice.

Participants will learn:

- How to create the discipline to pay yourself first (*not last*).
- The value in working with a consultant *as you build a great business*, rather than hiring a consultant to *fix* your business.
- How to find the 'right' consultant(s) for you and your practice.
- How to hire slowly and fire quickly.
- Process for finding and hiring the *best* applicant.
- Ideas for getting the best out of your team.
- How to advertise best to attract the *type of patients you want*.
- Learn *which* ads work best and *where*.
- Learn how to *test* and *measure* the effectiveness of all your advertisements.
- How to be *ahead of the trend* and why it's important.
- Why it's essential to look outside of dentistry to see what else is working.
- Participants will leave with '*how-to*' ideas that can be implemented immediately.

Perfect for the **new dentist**, as well as those looking to take their practices to the **next level**.

Step Outside the Box



(61 4) 1922-7757

Australia

www.DrDavidMoffet.com

David@DrDavidMoffet.com

DAVID MOFFET, BDS

DR. DAVID MOFFET, BDS



Dr. Moffet and his team grew a small two room dental office into a successfully producing premier practice in a low-income suburb of Sydney, Australia. His practice has grown from a one dentist/assistant team with production at \$120K/year into a \$3M/year booming business. What was originally produced in a month, is now produced in a day. In Dr. Moffet's presentations, **he shares the protocols and success principles used to predicate and sustain this growth.**

Dr. Moffet has studied philosophies of the most successful companies *outside of dentistry* and shares the **best ideas** learned there with his dental audiences. He has also studied with some of the most respected business and communications experts on the planet: Jim Rohn, Tom Hopkins, Zig Ziglar, Brian Tracy, John DiJulius and Tony Robbins to name a few.

Dr. Moffet's business success stems from his belief that '**dentistry is a people business**'. By understanding customer service concepts and mastering communication skills, *your practice can replicate this success.* Dr. Moffet's presentations share the inside scoop on the **unique systems** his practice utilizes for exponential growth.

Dr. Moffet was an elected member of the Australian Dental Association New South Wales Branch Council and Executive. He is Past-President of The Hills Dental Study Group. He is a member of the Speaking Consulting Network and Directory of Dental Speakers. Editor and owner of www.edental.com.au - a website portal for Australian dentists - between 2001 and 2004, Dr. Moffet is published on www.edental.com.au and other dental industry publications.

Dr. Moffet 's continuing dental education has included:

- Las Vegas Institute for Advanced Dental Studies; 6 courses – Australia and Las Vegas
- Dr. JW 'Skip' Truitt Orthodontic Courses – Sydney and Melbourne
- Dr. Steve Olmos TMJ 9 day course – 4 consecutive years – Broadbeach Queensland

Partial Listing of Previous Presentations

- Dental Innovations Dinner Meeting; Sydney, March 2009
 - Australian Exceptional Practice Group Annual Meeting VIII; Melbourne, September 2009
 - Australian Exceptional Practice Group Annual Meeting X; Sydney, September 2011
 - International Extraordinary Practice Group Inaugural Meeting; Chicago, June 2010
-

DAVID MOFFET, BDS

(61 4) 1922-7757

Australia

www.DrDavidMoffet.com

David@DrDavidMoffet.com

Dr. David Moffet is Australia's newest rising star on the dental speaking circuit.

He'll bring color and enthusiasm to your next meeting!