

Recession-Proofing Your Practice

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CPD**Wednesday 14 September**

Registration from 6.15 PM

Course 6.45 PM to 9.30 PM**ADA House**

54-56 Havelock Street West Perth



Light Dinner

**297** INC GST

MEMBERS



COURSE OUTLINE

Running a dental practice can be challenging. Whether it's marketing your practice, dealing with a team and HR issues, or the effects of a pandemic, practice owners have a lot to deal with.

On top of that, there's talk about the effects of inflation, interest rates and cost of living pressures on consumer confidence and what that means for the economy. Many financial pundits are predicting a recession.

Irrespective of whether a technical recession occurs, prudent practice owners are taking the steps necessary to protect themselves for any economic downturn and position themselves to capitalise on the opportunities that always arise in uncertain times.

Attending this course will allow you to position your practice to thrive no matter the economic circumstances. The material covered is based on decades of 'in the trenches' experience and real world results.

Here's some of what you'll learn:

- The five most pressing dangers dentists are facing and how you can solve them right now
- How changing times provide opportunities and what YOU need to do to be ready
- How to run your practice and not let it run you
- Three essential systems to grow your practice quickly and predictably
- How to be the logical choice for your patients regardless of price and competition
- How to attract more ideal patients
- How to build a high-performance team

ABOUT THE PRESENTER

Dr Jesse Green is a successful practice owner, leading business coach, author and podcaster. Through his Practice Max mastermind, he helps dentists create a practice that is profitable, scalable and valuable. His bestselling book, 'Retention! How to Plug the #1 Profit Leak in Your Dental Practice', has become the go-to reference for building and retaining a patient base. Jesse is the host of Australia's leading dental podcast The Savvy Dentist Podcast. savvydentist.com



**Position your practice to thrive, no matter
the economic circumstances**

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