



Elite Practice Masters Program

Program Overview:

- **Participant's learning will be assessed/evaluated by:**
 - Workbook for each course
 - Test for each course that the instructor will grade and issue a certificate that is valid for professional CE credits

- **Total training duration/length:**
 - Program is delivered over 12 months

- **Total training hours:**
 - 102 Hours of facilitated group instruction
 - 128 hours of live workshop instruction with Dr. Biasucci (requires travel to Toronto)
 - 40 hours of live on-site instruction with an Elite Certified Trainer

- **Total cost of the training program:**
 - \$60,000 plus applicable taxes

- **Name of instructor & Qualification:**
 - Dr. Carlo Biasucci, BSc., DDS, Fellow of the Academy of General Dentistry

Course Module Detailed Outline

DR. CARLO BIASUCCI'S
PRACTICE GROWTH AND MARKETING
**LOOK-OVER-MY-SHOULDER
PROGRAM**



1. Practice Growth and Marketing Look Over My Shoulder Course Set

This course walks clients through the strategies Dr. Biasucci is currently using in his practice and network of practices covering the 4 keys to building the #1 practice in your town: Systems Training, Leadership and Marketing. Saves clients hundreds and thousands on consultants, millions on marketing and thousands of hours to figure it out themselves.

Topics include:

- Outbound Calls & Phone Conversion
- Your Marketing Calendar
- Case Acceptance and Influence
- Internal Marketing
- Delegation and Leverage
- Budgets
- Facebook Advertising
- Shock and Awe Package
- Event Marketing
- Video For Your Practice
- Incentives
- Team Engagement

Course Structure:

- a) Online instruction and printed course manual for each topic
 - a. Each topic will take 2-3 hours to review and discuss as a group, plus implementation time.
- b) Weekly Fax and Weekend Wisdom emails from Dr. Carlo Biasucci
 - a. Weekly Videos are approximately 20 minutes in duration
 - b. Learning Outcome for the emails is to motivate the doctor, increase productivity, and move closer to their goals
- c) Quarterly Live Workshops
 - a. Event will be approximately 480 minutes. Dr. will have to travel for the event with team members.

- b. Learning Objective: Dr. will learn how to grow their practice, train their staff, become more productive and less stressed out. Dr. will learn about marketing, management, systems and customer service.
- d) On-Site Visit to Dr. Biasucci's own practice to see the systems and processes taught, duration of the visit is 480 minutes.
- e) Monthly Private Calls
 - a. Doctor has 30-minute calls with Dr. Biasucci to review training objectives and overall progress as well as to course-correct or customize if needed.
- f) Live Member-only Video Conferences with Dr. Biasucci
 - a. These conferences are approximately once a month and last 60 minutes.
 - b. Designed to help implement the materials and ask questions about the monthly material. Clients can ask any questions they have.



THE ULTIMATE HIRING SYSTEM FOR DENTISTS

2. The Ultimate Hiring System For Dentists

Duration of time that will need to be spent of reviewing and learning material is approximately 320 minutes.

Consists of:

- 1) The Ultimate Hiring System for Dentists Binder
- 2) Video instruction
- 3) Online instruction

To minimize the frustration and headache of recruiting, hiring and “on-boarding” new team members so that they have the right mindset when it comes to creating value for their practice. Dentist doesn't have to pay a lawyer to produce the employment contracts and workplace police manual. Dentists can save legal fees, severance pay and potential judgements not in their favour.

Tab 1

- a. How to construct job ads, including sample ads
- b. Sample recruiting page for your website
- c. The process to rapidly whittle down a large number of applicants to only the best who will move on to the next stage
- d. An interview structure designed to cut through the façade and get the truth from candidates about who they are and their suitability to your practice
- e. The two statistically validated assessments that should be done before anyone is offered employment in your practice

Tab 2

- a. Workplace policy manual that you can use in your practice

Tab 3

- a. Contracts for Administrative Staff, Dental Assistants and Hygienists that you can use in your practice

Tab 4

- a. Job Scorecards/Job Descriptions for all positions

Tab 5

- a. Team Development Interview Framework (way better than a performance review which only manages looking backward, the TDI manages by looking forward and motivating your employees to take responsibility for their development and consider where they want to be, rather than looking in the rear-view mirror to see if they met minimum standards).

Tab 6

- a. Termination Documents
- b. Full and Final Release – to use with any employee where any severance payment is warranted and prevents any future demands for money, and makes it virtually impossible to be sued for wrongful dismissal or to have a labor board complaint, or worse.



3. The Elite Practice Mindset Course

Consists of:

1. 16 Online Lessons
2. Work Book
3. Team Activities
4. Test

Length of Course is 90 Minutes plus Team Activities and test.

- a) Elite Practice Mindset Introduction
 - a. Online Module is 9 minutes in duration.
 - b. Learning Outcome: This motivates team members and doctor to want to learn and grow. Dr. Biasucci's background story and an introduction to Dr. Biasucci.
- b) Elite Practice Academy Roadmap
 - a. Online Module is 3 minute in duration.
 - b. Learning Outcome: Reviews what the client has learned to date and a brief overview of the program ahead.
- c) Elite Practice Mindset Program Overview
 - a. Online Module is 5 minutes in duration.
 - b. Learning Outcome: The client will learn what to expect from the academy program, benefits of the program and the journey through the program.
- d) The 6 Phases of Transformation
 - a. Online Module is 2 minutes in duration.
 - b. Learning Outcome: Learning how to make change happen from the vision of the change to optimizing and expanding the business.
- e) The Art of Fulfillment
 - a. Online Module is 4 minutes in duration. There is an activity portion to this module that should take approximately 10 minutes.
 - b. Learning Outcome: The doctor and team will determine why they do what they do. Why they show up to work in the morning.
- f) Core Values
 - a. Online Module is 2 minutes in duration. There is an activity portion to this module

- b. Learning Outcome: The team and doctor will determine the importance of core values, determine what their core values are as a team. The team will brainstorm what they stand for and what they believe in as a group.
- g) Define Success Financially
 - a. Online Module is 9 minutes in duration.
 - b. Learning Outcome: The team will learn about revenue and expenses and review how to increase the numbers to grow production. The team will decide on their goal and then break it down per department to achieve their goals.
- h) The Time Machine
 - a. Online Module is 2 minutes in duration
 - b. Learning Outcome: Look back at where the practice was 5 years ago and see if the business has improved or is worse off. Teaches the Doctor and team to take responsibility and fix the issues going forward. If the practice has improved then it's a reminder that the practice is capable of so much more.
- i) Working Through The Courses
 - a. Online Module is 6 minutes in duration
 - b. Learning Outcome: The entire team will learn the best way to travel thru each course to get the maximum benefit.
- j) Your Morning Mindset
 - a. Online Module is 4 minutes in duration
 - b. Learning Outcome: The importance of the team starting their day with maximum energy. Review of Dr. Biasucci's morning huddle, how to motivate the team during the huddle.
- k) Systems and Superstars
 - a. Video is 8 minutes in duration
 - b. Learning Outcome: The team will learn how systems will allow growth of the business.
- l) The Number One Rule For Sustainable Practice Growth
 - a. Video is 5 minutes in duration
 - b. Learning Outcome: The team will learn the importance of the emotional connection with the patient. How the emotional connection will increase production and patient retention.
- m) What Do You Bring Into Your Practice
 - a. Video is 6 minutes in duration
 - b. Learning Outcome: The team will learn how their positive energy level will positively affect team engagement. The team will learn how to stay positive and not pass their stresses onto patients and team.
- n) You Are Failing Your Patients By Not Selling Them Advanced Services
 - a. Video is 4 minutes in duration
 - b. Learning Outcome: The doctor and team will learn the importance of listening to what the patient wants and what their goals are for their teeth and smile. The doctor and team will learn about the ethical and moral obligation for offering the patient all their treatment options.
- o) Your Relationship To Practice

- a. Video is 8 minutes in duration
- b. Learning Outcome: The team and doctor will learn that they have to practice to reach perfection. This teaches team and doctor to learn that to get good at anything the team and doctor needs patience with themselves and with their team.



4. Elite Practice Culture Shift

Consists of:

1. 10 Online Lessons
2. Work Book
3. Team Activities
4. Test

Length of Course is 236 minutes plus Team Activities and test.

- a) Introduction and Module 1
 - a. Video is 8 minutes in duration
 - b. Learning Outcome: Importance of culture on production, review of the why we do what we do, things that matter and things we can control and what you should focus your time on, review the average culture of the business, foundation about getting along as a group, how everyone on the team can lead – step up and make things happen.
- b) Clarity of Vision
 - a. Video is 12 minutes in duration
 - b. Learning Outcome: The doctor and team will learn what a dysfunctional workplace sounds and feels like, what disengaged and actively disengaged employees look like. They will learn how to get their team engaged – link between the why diagram and team engagement.
Discussion on why engaged employees are valuable and promotable
Activity – Determine the companies vision, determine what the business values
How their vision can positively impact the business, and community
- c) Excuses and Vampires

- a. Video is 11 minutes in duration
- b. Learning Outcome:
 - The team and Doctor will learn about energy vampires, the people that bring down the culture. Also, how low performers make excuses so they don't have to do the work.
 - Help switch mindset of low performers, by asking the right questions they will learn how they can do the task instead of complaining why they cant.
 - Discuss what the team should do if you make a mistake.
 - Teaches employees and doctor how to communicate with employees to get desired behaviours from your employees.
- d) Mind Hacking
 - a. Video is 10 minutes in duration
 - b. Learning Outcome:
 - How your self image can allow you to achieve your goals and be more successful.
 - How self imposed limitations will limit what you achieve.
 - How the Reticular Activating System helps set and achieve your goals.
 - How each team member can create a great culture.
- e) The Commitments
 - a. Video is 11 minutes in duration
 - b. Learning Outcome:
 - Review of how to hold yourself and your team accountable to the core values of the practice.
 - How Gossip decreases the results of the business. Teaches the doctor and team the effects of gossip on the practice and how to stop gossip. Gives the tools needed to deal with an employee that is gossiping.
 - Motivate people to enjoy working and achieving their goals and become self-managing people
- f) Results Rule
 - a. Video is 5 minutes in duration
 - b. Learning Outcome:
 - How to build trust with your dentist and team.
 - How the team can keep their integrity if you cannot complete tasks you are assigned to on time.
 - Proper mindset to get tasks done.
- g) How To Reach Any Goal
 - a. Video is 18 minutes in duration
 - b. Learning Outcome:
 - Framework to achieve any goal. Step by step plan go from and "unreasonable goal to blowing past it".
 - Team Development Interview – teaches team how to take responsibility for their own development and growth. Teaches team how to review what they have accomplished and how to develop a plan to achieve more.
 - Teaches Delegating at a high level to get people to do their tasks.
- h) Why We Do What We Do and Why Systems Rule – For New Hires

- a. Video is 42 minutes in duration
 - b. Learning Outcome:

Team and doctors learn that there is a purpose to do what we do every day. It is not just about the money. It is about an emotional connection with team members and the practice. If you have a purpose you believe in you will achieve great results. Teaches about growing leaders who genuinely care about the patients, practice and team. Team members stepping up and taking initiative. Talks about team culture and engagement. Team members bringing energy and being accountable. Teaches how to give team members the framework to making a proper decision without management needing to give the answers.
- i) Above and Beyond – NDC Team Stories
 - a. Video is 2 minutes in duration
 - b. Learning Outcome: Fun stories and examples of happy employees at Northern Dental Care. Great stories of patient experiences.
- j) Culture Shift Live Presentation
 - a. Video is 107 minutes in duration
 - b. Learning Outcome:

How to create the place where everyone wants to work.
How you can change the lives of others
Empowerment to find clarity and simplicity from chaos
Each person as a leader
Review of the previous modules in the culture



5. Elite Practice Phone Skills Mastery

Consists of:

1. 16 Online Lessons
2. Work Book
3. Team Activities
4. Test

Length of Course is 110 minutes plus Team Activities, test, and “Get Your Smile Back” book for all Non Clinical Team Members (additional 2 hours of reading).

- a) Roadmap to Success
 - a. Video is 3 minutes in duration
 - b. Learning Outcome: Reviews where the client is on the Elite Practice Academy.
- b) Introduction
 - a. Video is 3 minutes in duration
 - b. Learning Outcome: Reviewing the importance of answering the phone calls properly. Gets the clients prepared for the Phone Skills Mastery Course. Reviews how to grow the practice.
- c) The Foundation
 - a. Video is 18 minutes in duration
 - b. Learning Outcome: Reviews how the phone grows your practice. The importance of the phone call system and growing your practice. Also, employees and the dentist will learn the value of a patient.
- d) Elite Phone Etiquette
 - a. Video is 8 minutes in duration
 - b. Learning Outcome: Reviews the importance of the phones. The client will learn the value of every phone call and great customer service. They will learn about the importance of the phone call sheet.
- e) The Greeting
 - a. Video is 6 minutes in duration

- b. Learning Outcome: How the greeting is the patients first impression of the practice and how this is the first step in a positive relationship between the patient and the practice. Also how to categorize the phone call.
- f) The Motivating Factor
 - a. Video is 4 minutes in duration
 - b. Learning Outcome: Learning how to identify the patients motiving factor, the importance of determining the main reason the patient phoned the office.
- g) Questions, Value, Rapport
 - a. Video is 17 minutes in duration
 - b. Learning Outcome: Learning how to quickly answer the patient’s questions without giving them too much information that may confuse the patient.
- h) The Close
 - a. Video is 13 minutes in duration
 - b. Learning Outcome: Learn how to take control of the call and move the patient into booking and confirming the appointment
- i) Tracking Results
 - a. Video is 5 minutes in duration
 - b. Learning Outcome:
 - The team will learn the importance of keeping track of the calls they are getting and how many people who call book appointments, how accurate data allows proper follow up too book patients that were not booked.
 - The team is shown what information needs to be tracked.
- j) Phone Skills Mastery Phone Procedure Sheet Key Points
 - a. Video is 12 minutes in duration
 - b. Learning Outcome: The team and doctor will learn the importance of the phone call sheet. There will be a review of each point of the phone call sheet and how to use it to wow the patient. Review of how the phone call sheet creates an emotional connection with the team.
- k) Outbound Phone Skills and New Patient Tracking
 - Duration: approximately 120 minutes
 - a) Dr. Carlo Biasucci’s Practice Growth and Marketing Look-Over-My-Shoulder Program detailing the best practices of outbound calls for your practice
 - b) Cash Flow Surge
 - c) New Patient Tracking Spreadsheet
- l) Building Value with the Call Sheet
 - a. Video is 5 minutes in duration
 - b. Learning Outcome: The importance on how a scripted phone call and the actual phone call sheet builds Value for the patient and will set your practice apart from all other practices.
- m) The Tracking Spreadsheet
 - a. Video is 5 minutes in duration
 - b. Learning Outcome: Reviews how to use the tracking spreadsheet to have accurate data on all new patients that call the office per month.
- n) New Patient Tracking Graph

- a. Video is 3 minutes in duration
 - b. Learning Outcome: Teaches how to use the New Patient Tracking graph so you can easily track the growth of the practice. The graph is motivating for the team.
- o) Call Tracking Dashboard
 - a. Video is 8 minutes in duration
 - b. Learning Outcome: Reviews tracking marketing results from different marketing pieces.
- p) Dentistry 101 for Non Clinical Team – Get Your Smile Back Book
 - a. Book is 101 pages
 - b. Learning Outcome: Teach non clinical team members the basic points of dentistry so they are able to answer basic questions.



6. Elite Practice Treatment Coordinator Course

Consists of:

1. 8 Online Lessons
2. Work Book
3. Team Activities
4. Test

Length of Course is 82 minutes plus Team Activities, and test.

- a) Introduction
 - a. Video is 2 minutes in duration
 - b. Learning Outcome: Reviews the importance of how increasing case acceptance will have a huge impact on the practice.
- b) Pre-Sale Conditioning
 - a. Video is 12 minutes in duration
 - b. Learning Outcome: The Doctor and Employees will learn about the importance of the impression you make on your patients, the characteristics of the top treatment coordinators, and how you will be able to give patients what they want by quickly determining their preferred communication method. How to pick who should be presenting treatment.
- c) Confirm Value
 - a. Video is 10 minutes in duration
 - b. Learning Outcome: The doctor and team will learn the importance of determining the patient's motivating factor. This is the reason why the patient phoned your office in the first place. Once the motivating factor is determined than we will show you how to easily build value to the patient with a customized treatment plan to meet their needs.

- d) Barriers to Case Acceptance
 - a. Video is 12 minutes in duration
 - b. Learning Outcome: Learning the common barriers for case acceptance and overcoming those barriers with the patient so they will proceed with the treatment.
- e) Mind Hacking
 - a. Video is 7 minutes in duration
 - b. Learning Outcome: Review the importance of never prejudging the patient. Also how to make the best treatment options work for the patient, reviewing finances properly and booking the appointment.
- f) After the Consult
 - a. Video is 4 minutes in duration
 - b. Learning Outcome: The doctor and team will learn how to organize all the information that they received during the consult, so the patient will never have to repeat themselves. This will ensure that important details are not forgotten, that the patient feels cared for, and that the team delivers all the promises they made during the consult.
- g) Follow Ups
 - a. Video is 4 minutes in duration
 - b. Learning Outcome: The doctor and team will learn how to properly follow up with patients who didn't book treatment.
- h) Case Acceptance and Ethical Influence
 - a. Video is 43 minutes in duration
 - b. Learning Outcome: Learn to ethically influence patients to proceed with necessary treatment plans. Having patients say YES to treatment plans.



7. Elite Practice Clinical Efficiency Course

Consists of:

1. 14 Online Lessons
2. Work Book
3. Team Activities
4. Test

Length of Course is 450 minutes plus Team Activities and test.

- a) New Patient System
 - a. Videos: 120 minutes in duration
 - b. Learning Outcome: We will go thru the new patient experience starting with the new patient phone call, introduce the client to the phone call sheet and capturing all the data from the new patient phone call. Step by step review of the new patient visit. We will discuss the value in the new patient tour, and the role of each team member involved in the new patient experience. The client will learn how the new patient experience will increase productivity, allow for an exceptional new patient experience, adding value to the appointment and increase case acceptance.
- b) Treatment Coordinator
 - a. Video is 60 minutes in duration
 - b. Learning Outcome: The doctor and team will learn quick and efficient ways bring the patient from the doctor's treatment plan to booking the appointment. We will review how to properly prepare for a consult to ensure all patients leave with their questions answered including financial concerns. What to do after the consult so everything runs smooth during the patient's treatment and a detailed look at follow up to treatment that is not booked.
- c) Treatment Delivery Systems
 - a. Videos is 40 minutes in duration
 - b. Learning Outcome: The team and doctor will learn different techniques to complete more treatment per each visit while reducing appointment times. We will review non

painful, non threatening local anaesthetic techniques that can even be used successfully on young children and patients who are nervous of needles.

- d) Fast Finances and Same Day Treatment
 - a. Video is 25 minutes in duration
 - b. Learning Outcome: The team and doctor will learn how to quickly allow for same day treatment on an emergency patient or at a hygiene visit. This module will review how to quickly triage, treatment plan, review financial arrangements and get the consents needed to proceed with same day treatment.
- e) Room Set Up, Bin System and Sterilization
 - a. Video is 65 minutes in duration
 - b. Learning Outcome:
Review the Bin system which will ensure everything is in the room for every patient appointment. Set Up Sheets will allow quick and efficient room set ups for any procedure which will also allow quick set ups for same day treatment. Detailed look at the Back Up assistants role and how it will increase productivity by allowing for the main assistant to immediately bring the next patient in. We will teach the doctor and team how Room Storage can increase production and efficiency and will allow each room to be used for any procedure. We will show the team how Room Clean Up could be done in under 5 minutes for any procedure to allow room for the next patient. We will also review the importance of the sterilization assistants role and tasks they do to increase efficiency of each appointment.
- f) Emergency Column
 - a. Video is 15 minutes in duration
 - b. Learning Outcome: The team will learn the importance of an emergency column. How this column increases production and allows for a great patient experience. The doctor will only need to be in the room for diagnosis and treatment. Everything else will be done by the emergency assistant. This also increases the volume of emergency patients that can be seen on each day which will allow patients to get appointments on the day they call the office.
- g) Exam Notes
 - a. Video is 15 minutes in duration
 - b. Learning Outcome: Teach the clinical team how to effectively communicate with the doctor while not interrupting another patient's appointment. At a glance the exam note allows the doctor to know which room the patient is in, what treatment they will be doing on the patient and prioritize when they need to see the patient.
- h) Two Assistants
 - a. Video is 35 minutes in duration
 - b. Learning Outcome: This module will review the importance of the doctor having a main and back up assistant. The main assistant will actually be able to do several tasks to free up the doctor's time to see more patients though out the day. The main assistant will also have more time with the patient to allow for a pleasant patient experience. The backup assistant gets all the rooms ready for the procedures and cleans them at the end of the appointment. This allows the doctor to see several more patients per day and allows for same day appointments from hygiene recall exams or emergency exams.

- i) Team Engagement and Accountability
 - a. Video is 60 minutes in duration
 - b. Learning Outcome: This is a detailed look at what leadership does to increase team engagement and to hold the team accountable to their role. The leadership team will learn how to run effective leadership meetings, properly delegate tasks to team members, introduce incentives to each team member and conduct professional development interviews with team.