

# DENTAL PRACTICE MANAGEMENT BOOTCAMP



## **MALLIGAI DENTAL ACADEMY**

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The  
expert in  
anything  
was once a  
beginner

# COMMON PRACTICE MANAGEMENT ISSUES

## FINANCIAL



- ❖ Not enough Gross Revenue
- ❖ Never read the financial statements
- ❖ Most dentists never draw their own salary from their clinic
- ❖ No Budgeting and unplanned instrument purchases

## LEADERSHIP



- ❖ Zero Futuristic thinking
- ❖ Not believing in oneself
- ❖ Poor Temper with staff and patients
- ❖ Fear of investment in updating one's own self
- ❖ Marital and family issues

## TEAM



- ❖ Not training their own clinic staff
- ❖ Concentrating on everything without focus
- ❖ Frequent staff changing
- ❖ Not able to motivate assistants & team
- ❖ Paying less salary to staff.

## SALES



- ❖ No sales process is followed by dentists
- ❖ Telling price over the phone
- ❖ Reducing the treatment pricing without understanding costs
- ❖ Not able to handle bargaining & getting angry with such patients.

## MARKETING



- ❖ Not even having a website for the clinic and no social media presence
- ❖ Not aware of the online marketing opportunities
- ❖ Doesn't consider patient reviews seriously.

## CUSTOMER SERVICES



- ❖ No follow up calls to patients
- ❖ No systemisation but working randomly.
- ❖ No feedback systems to improve
- ❖ Lack of awareness on patient needs.

## WHAT WE WILL TEACH?

- ❖ How to have a pleasing personality in practice?
- ❖ How to keep your Team happy?
- ❖ How to be an efficient leader not a boss?
- ❖ Increasing Sales by a scientific process
- ❖ Understanding basic finances and how to get rid of debts & loans?

## HOW IT WILL BENEFIT ME?

- ❖ Healthy Relationship with patients, family and friends.
- ❖ Delegation of work is possible.
- ❖ Stable and long lasting team members.
- ❖ Improve the total outlook of yourself and your practice.
- ❖ Managing finances very well.

## **My Story- Major Dr Pravin Prathip J**

Also during my own clinical practice, I was also failing up in conversion of patients to paying customers. I went to libraries, spent nearly 10000 hours of my time, went to various Personality development programmes, business and sales programmes and was looking for solutions paying a huge ton of money. Then my mentors taught me the real business methods with a promise that if i help others by teaching the secrets (Golden Rule) they in turn will help me to learn all the secrets. This above framework was taught to me by World class billionaires which i will share with you during my Workshop. You cannot become a successful Dentist until unless you know you have won yourself. Once you have personal victory you will be able to have public victory in life as a leader, business man and also as a Doctor. Secondly you should have a championship team to achieve your dreams and Goals. Thirdly you should know the fundamentals of business basics fourthly you should be successful in Sales to reach the pinnacle of Dental Practice Success.

# THE TIMES OF INDIA

INCLUDES THE CHENNAI TIMES | EMAIL: [timesofindia@timesofindia.com](mailto:timesofindia@timesofindia.com)

## ALL INDIA LIFESTYLE HOSPITAL & CLINIC



### RANKING SURVEY 2016

The objective of this research was to arrive at a list of top lifestyle hospitals & clinics in India (for elective procedures/ treatments)

#### CHENNAI RANKINGS - CLINICS

Apollo White Dental Care, Chennai	1
VV Dentistree India, Chennai	2
32 Dental Care	3
R.R Dental hospital	4
Rajan Dental Institute	5
Best Laser Dental Clinic, Chennai	6
Denty's, Chennai	7
Denteazee speciality dental centres, Chennai	8
Malligai Dental Hospital, Chennai	9
Parasu Dental Centre, Adyar, Chennai	10

See the Gift ( law of Cause and Effect) for my Success,My Malligai Dental Hospital has been lined up along the Corporates and specialists, I am the only BDS( Managing Director) guy here in this list. If you say i am only BDS pls stop saying it and start believe in yourself.If i can do it you also can do it!!

So finally Drs,

You might think it's "too late" to learn something new, or that you simply don't have the time. (this is your little innervoice here) control him if not we will control him in the BootCamp he is only spoiling your life.

Even still, there are others who just think they aren't capable of accomplishing the kind of things they really want for themselves, no matter what...( little voice again)

Well, what I'm here to tell you is that success first starts within the mind. If you can suspend your doubt or disbelief – even for a second – you open up the doors to new possibilities.



And this is exactly why I've been telling you about my Dental Practice Management Programme. It's been carefully designed to blow away all your doubts and fears, no matter what area of your life they might be in. So Eagerly looking forward to see you all.

Yours affectionately

*Major DR. Pravin Prathip*





## **BUSINESS DEVELOPMENT**

1. Dental business basics
2. Cash Flow
3. Overheads Expense control
4. Marketing strategies with ethics
5. Networking tips and tricks
6. Competitive advantage building
7. Key Result Areas and Core Competencies

## **BUSINESS DEVELOPMENT**

## **FINANCIAL DEVELOPMENT**

1. Passive Income
2. Financially free
3. Retirement & Contingency Planning



## **SALES DEVELOPMENT & PROCESS IMPROVEMENT**

1. Psychology of Selling
2. Relationship Selling basics
3. Prospecting power
4. Presentation skills
5. Negotiation & Bargaining
6. Closing the sale
7. Irresistible offer
8. Getting Referrals & Resales
9. Customer Service & Retention



## Testimonials



**Dr Uma Rani Rameshwaran**  
Chennai

I was initially thinking what I will be learning in the boot camp? But the best thing I have learned in boot camp is effective communication with patient, which helps me to convert many patients to treatment and boosted my profits because of the boot camp. I strongly recommend you all to attend it.



**Dr Prabhu Thurai**  
Karaikudi

One of the most important reason I went for the bootcamp is the way Dr. Major Pravin Prathip teaches us management skills for dentist. After bootcamp I started conducting regular team meetings in my practice which is really helping me and my team to deliver better patient care. Because a happy team delivers better.



**Dr Mohammad Mustafa**  
Vellore

One of the best thing you will love about boot camp is the ability look at your practice in a different perspective i.e as a business. Another thing you will like about boot camp is "This training helps you to be effective in handling situations like bargaining, objection handling etc which will give your practice a complete control.

## Course Director



**Major. Dr. Pravin Prathip.J**  
BDS, MD(AM), FICOI(USA), FIAFO  
Indian Army Ex.Dental Officer  
Dental surgeon & Implantologist  
Founder of Malligai Dental Hospital  
and Malligai Dental Academy

**REGISTER  
NOW!**

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## Course Fee

~~₹ 17,999~~

₹ 14,999  
limited time offer

### Registration

#### Dental Practice Management Boot-

Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

Registration Fee: Rs. 14999/-

#### Payment:

Cash

Cheque/DD Details: \_\_\_\_\_

Account Number: 201000215074

Account Name: Malligai Dental Academy

IndusInd Bank, Chennai Ashok Nagar Branch

IFSC code: INDB0000177

Please make the cheque /DD payable to

**"Malligai Dental Academy"** payable at chennai