



# PRACTICE MAX

## MANAGEMENT SOLUTIONS FOR AMBITIOUS DENTAL PRACTICE OWNERS

*Earn more, work less.*

"Since joining Practice Max,  
I have never earned so much and worked so little!"

Dr Michael G, Brisbane

# PRACTICE OWNERS ARE WORKING HARDER THAN EVER – SO WHAT’S THE PROBLEM?

*Practice owners are working harder than ever as competition within the dental industry increases at an unprecedented rate. Despite their hard work, long hours, many sacrifices, practice owners often find themselves leaking patients and profit.*

It's fair to say, you did not enter practice ownership just to work more and earn less. Our research and experience show that there are three major challenges almost every dental practice face – each

of which lead to financial rupture. Experiencing just one of these challenges will rock the boat, but having two or three can well and truly sink you ship. Don't let this happen to you.



1. Marketing is crucial for patient flow, cash flow, and keeping the business afloat. But with the marketplace more crowded than ever, you need to know what it takes to stand out and build a world-class reputation.
2. Many practice owners work in the business by day and on the business by night, leading to burnout and key person risk. It's not enough to

work hard or long hours, you must strategically grow and scale your practice to run efficiently without you.

3. Building and managing a great team is one of the toughest parts of running a business. Instead of micromanaging, you need to build a self-managing team that know what's expected of them and get the job done.

"Practice Max has been an amazing experience. Over 2.5 years I more than doubled my patient flow and added over \$600,000 profit - not revenue - profit!"

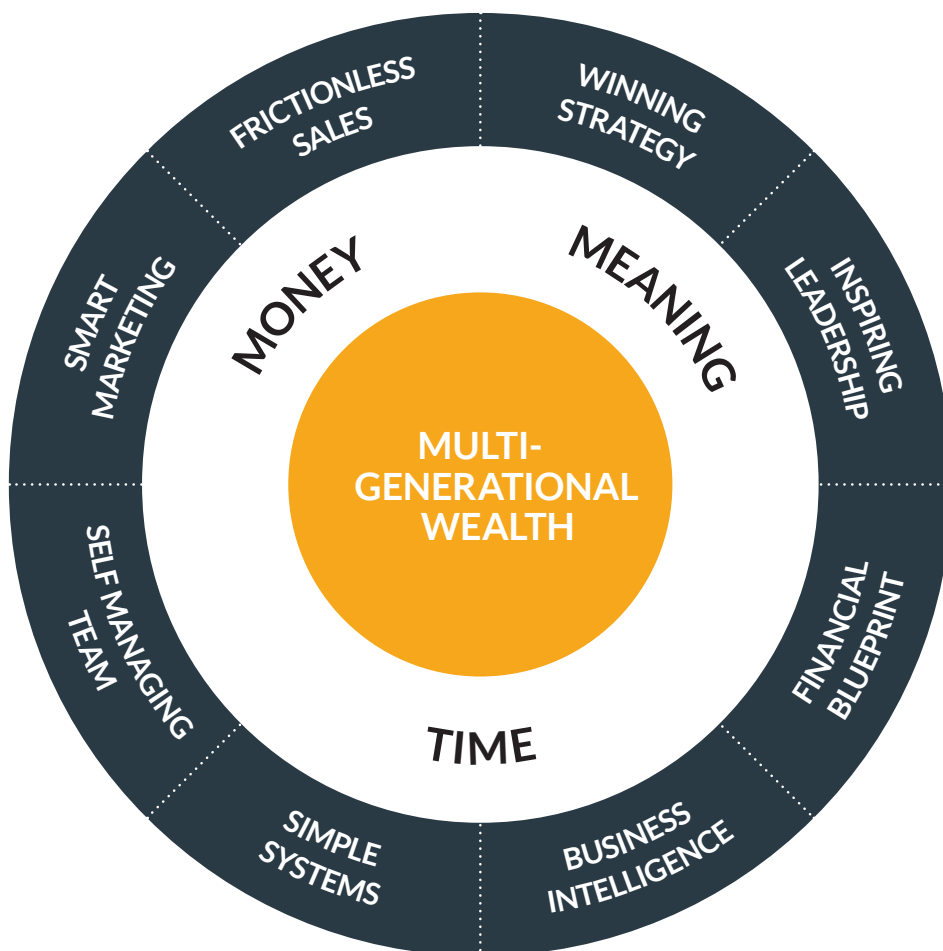
Dr Roman Pinkus

# THE PRACTICE MAX METHOD

*Practice Max is a high-performance, tailored business mastermind designed to create a streamlined practice that provides more money, time and meaning for you as a practice owner.*

By mastering and integrating our proven methods and strategies into your practice, you'll create a practice that provides multigenerational wealth

and a legacy for years to come – plus the time and freedom to actually enjoy it!



"I went from working 4 days a week and making \$300,000 profit per year to earning a 7-figure profit while working 1 1/4 days a week."

Dr Ayesha Aijaz

# PROVEN STEPS TO TRANSFORMING YOUR PRACTICE

*Practice Max has been crafted to develop practices beyond traditional business models that are outdated in today's economic and technological climate. We build practices that are agile, efficient, streamlined, and provide a highly sophisticated coaching experience.*

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## WINNING STRATEGY

It's all too easy to get caught up in the day-to-day hustle and bustle of practice life – but that's what keeps us working IN the business instead of ON the business. As a business owner, you need to be able to take a birds-eye look at your practice in order to see the bigger picture. What milestones and markers are you working towards? What is your five, ten, twenty-year vision for your practice? And what opportunities and threats lie ahead that others might not have spotted? Think bigger, instead of playing small.



2

## INSPIRING LEADERSHIP

Great practices are led, not managed. The best leaders create a vision for their business, and are able to communicate it a way that inspires and enrolls others. Choosing not to pursue the path to great leadership will result in you being stuck in the mud as an 'owner-operator' - working harder for smaller returns. Practice Max hones your leadership, team management and communication skills, each of which is necessary for the success of you, your team and your practice.

The essence of the Practice Max community is 'innovation'. Our clients are motivated to accelerate their financial returns, make long-term strategic decisions, and commit to a level of mastery that their competition lacks.



"I started working with Jesse 2 years ago and have experienced huge rewards. In the past 12 months alone, I have increased my annual holidays by 100% (to 3 months last year), and I have further increased my profits by an additional 20%."

Dr Dail Kim



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## FINANCIAL BLUEPRINT

Financial intelligence is about making strategic decisions that optimise cash flow and minimise risk. In Practice Max, you will master the skills and tools required to analyse, plan, forecast and track financial behaviour. You will learn to diagnose the weakest links in your business and employ smarter metrics for better decisions. Your outcome will be stability and predictability of cash flow, knowing how to change your financial outcomes, creating wealth outside the practice, and having the peace of mind that no matter what happens in the economy – you and your family will be taken care of.



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## BUSINESS INTELLIGENCE

In clinical work, we always refer to evidence-based dentistry – so why wouldn't we apply the same rigor to business decisions? Too many business owners make decisions based on gut-feel or public opinion, instead of digging deeper. We explore the different metrics and numbers every practice owner should know, as well as how to collect, analyse, and interpret the story behind the statistics.



"I've done other practice management courses. This has been the most practical, the most down-to-earth, the most eye-opening and the least commercial course. That's why Jesse wins against other practice management courses."

Dr Maria Avis, event attendee

# PROVEN STEPS TO TRANSFORMING YOUR PRACTICE

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## SIMPLE SYSTEMS

Practice Max combines the best dental, entrepreneurial, and high-performance innovations to revolutionise your practice processes. Learn to streamline your operational efficiency and scalability with more intelligent and elegant systems, that can be used and implemented in your practice every single day. The result will be a smoother patient experience, increased productivity, sustainable growth and reduced key person risk.



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## SELF-MANAGING TEAM

Having a skilled and self-managing team that is passionate about your vision lies at the core of a flourishing dental practice. Too many practice owners are stuck micro-managing staff because they worry that without them, things won't run smoothly. Our curriculum is designed for the practice owner and their team, so that you're able to create and lead a team that knows what to do, when to do it, and can do their jobs well – with or without you looking over their shoulder.



“During the Practice Max program Jesse and his team mentored us in many ways but some of the standouts were how to create a high-performance team, attract and retain quality patients and run our practice using a system of critical drivers and key performance indicators.

Jesse has a very unique and personalised approach and tailors his information specifically to the client. No cookie cutter approach here. Jesse operates in a very relaxed way with his coaching and mentoring and is excellent in getting owners in a good headspace to tackle the challenges that practice ownership throws at us.

As a result of participating in the program, I have been able to increase my profit by approximately \$150,000, structure my clinical days to provide for more family time and have been able to bring on another part time provider.”

Dr Tom Te Kloot

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## SMART MARKETING

In this modern economy, practices have to adapt to survive - let alone flourish. Marketing does not come naturally to most dental professionals, but it is critical to our success and longevity. Practice Max shows you how to hit the sweet spot by balancing the 3 R's of marketing: Recruitment, Retention and Reactivation. It's about creating a principled and strategic approach to marketing rather than relying on the latest silver bullet that expires as soon as the algorithm changes.



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## FRICTIONLESS SALES

Low case acceptance is fraught with anxiety for dentists who are not performing at an elite level. When the presented treatment is accepted, it improves the quality of patient care while contributing to the financial performance of your business. Practice Max teaches the skills required to manage case acceptance elegantly and with integrity, so that patients eagerly accept the treatment plan that you know is best for their wellbeing.



## CASE STUDY

Before I started with Practice Max, my new patient numbers and conversions were both declining. Competition was killing my practice. I was working hard to stay afloat but felt stressed and underpaid. Since working with Jesse over the past 2 years the commercial success of my practice and my personal satisfaction have increased enormously. Our net profits have almost DOUBLED in 2 years.

Jesse's complete approach has taught my whole team to be more productive and responsive. Our case acceptance rate has risen phenomenally, and is consistently around 80%. I have become so much smarter as a business owner, ensuring

that I focus on one big item at a time. All our structures, marketing, systems and processes – both internal and external have improved, and I've finally learned the art of finance where operating a practice is concerned. Most of all I've learnt that working long hours is no guarantee of success. You need scheduled time to learn, focus and implement excellent processes on all the critical areas of your practice. I am still enjoying my clinical work but now I take a much smarter business approach and there is more time for everything else in my life.

Dr Nino Gullotta

# WHAT'S ON THE INSIDE?

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*Practice Max is unique in terms of content, methodology, and delivery, the combination of which ensures a tailored and customised experience.*

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Throughout the program we will look at your practice through three primary lenses – **leadership, team, and accountability.**

You'll receive access to **leadership** training to develop your skills and confidence as an inspiring and influential figure within your practice. We also facilitate **team** training to upskill your talent into a high-performing and self-managing team. And

you will have access to world-class dental business coaches to hold you **accountable** for implementing new techniques, strategies, and projects into your practice.

You'll receive concrete and implementable advice to attract more patients, increase profits, build a high-performing team, and free up more time and energy to actually enjoy the fruits of your labour.

## ❶ KICKSTART YOUR SUCCESS

We'll take you through our Practice Health Check and design an individually tailored plan to meet your goals and objectives both personally and professionally. You'll also receive 4x Quick-Start Calls held each fortnight over the span of eight weeks. These 40 minute Quick-Start Calls are held with our world-class coaches and designed to create momentum and get traction.

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## ❷ WORK WITH ELITE DENTAL COACHES

You'll have monthly access to coaching calls with our experienced and A-list coaches. These calls are about 75 minutes long and will help you execute your quarterly plans, ask for advice, and troubleshoot problems as they occur.

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## ❸ ACCESS OUR SAVVY DENTIST ACADEMY

Choose from tools, templates, systems, and strategies that deliver patient flow, profit, and time.

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## ❹ CONNECT WITH OUR COMMUNITY AT LIVE EVENTS

Attend our exclusive client only intensive, which occur three times a year. You'll receive two days of mentoring, networking, masterminding, in order to refine your practice strategy.

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## ❺ RECEIVE HIGH-LEVEL TRAINING AND CONCRETE STRATEGIES FOR GROWTH

Attend regular online training events to fast track practice growth.

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## ❻ BUILD A SELF-MANAGING TEAM

A member of our team will facilitate team training sessions which will free up your time enormously. Your team will learn directly from us and our 20+ years of practice ownership, best practice, as well as drawing on what other practices are doing effectively. These are recorded, and you can then debrief with your team to discuss the content of their session.

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## ❼ CONNECT WITH BUSINESS LUMINARIES AND INDUSTRY LEADERS

Join our elite community of innovative dental professionals and network with the brightest minds in practice ownership. Surrounding yourself with like-minded, high performance entrepreneurs is one of the fastest ways to ascend your own path to success and mastery.

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## ❽ ACCESS OUR MEMBERS ONLY WEALTH CREATION PODCAST

Access our members only Wealth Creation podcast hosted by Jesse and Mike Kemp (formerly the Chief Investment Analyst at Barefoot Investor) as well as other resources to help you create wealth outside the practice.

# GET REAL

## - HOW DOES YOUR PRACTICE MEASURE UP?

*Take a moment to get real about your practice. Being as honest as possible, score your dental practice from 1 to 10 on each the following essential criteria and consider how your business really stacks up.*

	My practice achieves outstanding financial results consistently.
	The systems I have in place are efficient and affording me the perfect work-life balance.
	I genuinely feel as though I am in control of my practice and am thrilled with the position it is in.
	We have consistent patient flow, comprised of exactly the kind of patients I want to work with.
	I have built a self-managing team that is motivated and harmonious, each of whom I enjoy leading.
	Overall, I would describe my dental practice as an elite business that is fulfilling its potential.

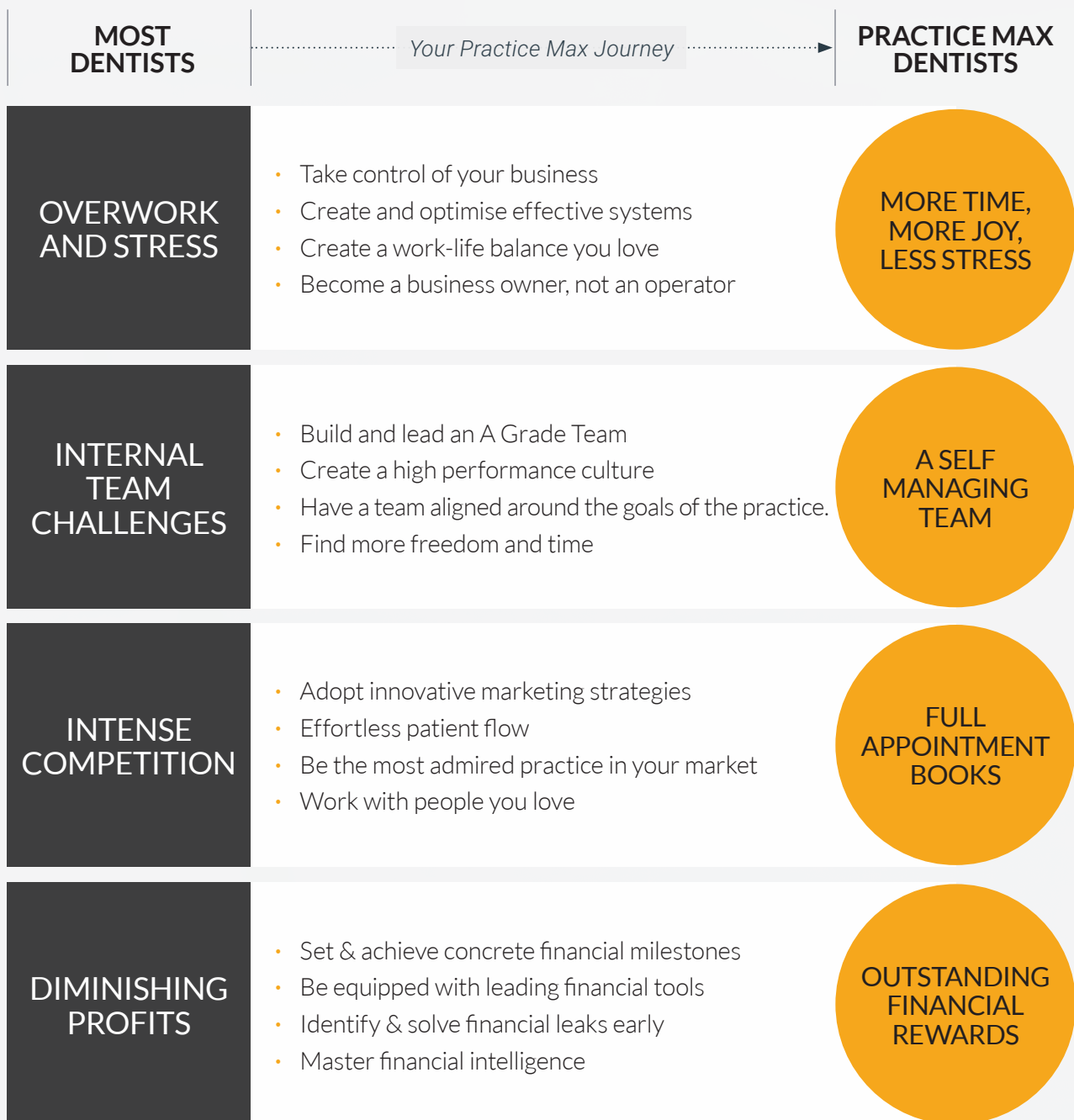
### WHAT IS IT COSTING YOU?

If you consistently scored yourself (an honest) 9 or 10 all round, congratulations, you're well on your way! If you know that you are not achieving elite performance levels in one or more areas, what is it costing you (financially and otherwise) to run an under-performing business?



# GET TANGIBLE RESULTS

*Through implementing the 7 strategic steps, your business will be transformed as you develop an elite skill set and master strategies that eliminate the massive challenges most dental practices face. Most dentists: Overworked and stressed, internal team challenges, intense competition, and diminishing profits.*



Practice Max practice owners: earn more and work less. They manage an “A-Grade” team accelerate profits, find effortless patient flow, and receive outstanding financial reward.

# MEET DR. JESSE GREEN

## FOUNDER, PRACTICE MAX

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*Dr. Jesse Green is a renowned dental practice owner, best-selling author, entrepreneur, and industry leader in the field of dental practice management and marketing.*

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Drawing on over 20 years of practice ownership, Jesse is the undisputed authority in creating tailored dental practice management solutions that deliver financial results, self-managing teams, and smart systems to free up profits and time for motivated practice owners.

With his proven and highly successful methods, Jesse has created the leading entrepreneurial community of dentists across Australia.

## What dentists are saying about Dr Jesse Green

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"I was having trouble communicating effectively with patients. People were not accepting treatment plans and the practice was losing patients. As a result of the skills I learned through Jesse's coaching program, my case acceptance rates increased 26% and my practice flourished, meaning I am busier and more profitable than ever before. His training helped me greatly and I highly recommend it."

Dr Chandresh Patel

"Before joining the Practice Max program, my days, nights and weekends were spent working in the business. I was tired, focusing on getting from one week to the next and really dreaming about the day when things were supposed to get easier...In the last 12 months I've managed to double my practice profit while reducing my clinical days. I currently only work 3 clinical days a week and spend 1 day working on the business. By the end of the year I'll drop my clinical days to 2 without impacting on what I take home. I work smarter, not harder, giving me time to spend on the things I love outside of work."

Dr Anand Makwana

# PRACTICE MAX

*Earn more, work less.*

**To begin your dental practice transformation,  
book your FREE Strategy Session  
with Dr Jesse Green now on**

**1300 66 83 84.**

“Others give a rule book, or have a ‘one-size-fits all’ mentality, but Jesse is different. He has helped me to focus on what is important, exceed my goals and achieve the best possible outcomes.”

Dr Les Jabbour



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