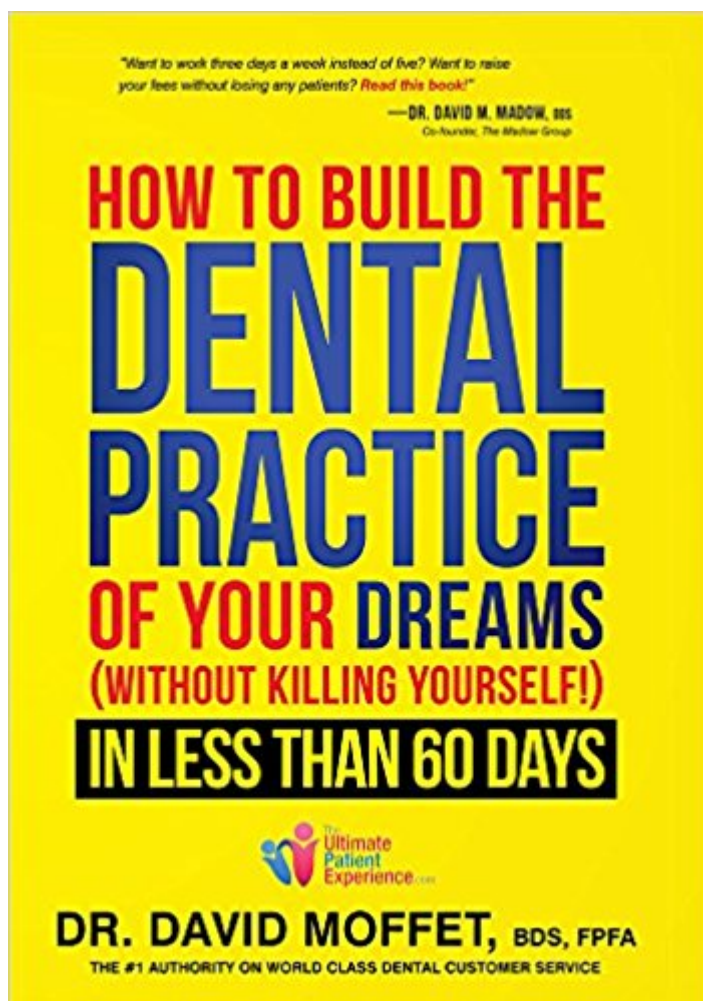


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# How To Build The Dental Practice Of Your Dreams: (Without Killing Yourself!) In Less Than 60 Days



## Synopsis

Dr. David Moffet is an international expert in dental practice management. With over 32 years of dental experience, he has developed a simple, practical, and incredibly effective way of increasing the number of patients you see... the amount of money you charge... and the percentage of large case revenues your patients will happily accept. In some cases, Moffet's strategy has resulted in over \$100,000 in additional cash flow in just weeks. All you need is a decent team and his secret weapon, "The Ultimate Patient Experience™." The UPE is a unique, low-cost system of unique patient engagement that is incredibly easy to put in place. In fact, one of Moffet's strategies costs less than \$40 to implement, and you can have it up and running by the end of business, today. The Ultimate Patient Experience has allowed Dr. Moffet to:

- Sell his dental practice for a cool \$2.75 million - for which he collected 80% in cash, 20% in stock...
- Consistently increase his prices (10.55% per year, on average) while retaining over 90% of his patients...
- And DOUBLE his cold phone conversion rates, using a strategy that will take you less than 10 minutes to set up...

Inside these pages, you will discover exactly how Dr. Moffet accomplished each of these things, and how you can, too. For decades now, I have recommended Michael Gerber's E-Myth Revisited as the go-to entrepreneurial guide. After reading David Moffet's How To Build The Dental Practice of Your Dreams (Without Killing Yourself!) in Less Than 60 Days, I now say that same thing to any and all dentists. David Moffet walks his talk and has not only built a thriving and successful dental practice but a life of wonder and enrichment as well. Anyone aspiring to build both a thriving dental practice and life, READ this book. It has all the secrets to such success!

- Jack Daly CEO, JackDaly.net "Don't just read this book. Use this book. Dr. Moffet provides you the playbook, revealing how to build a successful seven-figure practice while working four days a week for 37 weeks."
- Shep Hyken Customer Service Expert and New York Times bestselling Author of The Amazement Revolution "David has a natural passion for patient awareness and service. This book outlines the understanding of why you need to focus on world-class service to fast track the success of your profession. The book will inspire you, motivate you, and keep you loving the world of dentistry, not dreading it."
- Kathy Metaxas Director, Consultant, International Speaker, and Professional Motivator "This book not only teaches how to create the ultimate patient experience, it is a game plan on how to become a business customers cannot live without. Moffet did exactly that and now shares how you can too. Everyone in your organization needs to read this book."
- John R. DiJulius III Author of The Customer Service Revolution "David Moffet encourages his readers to let no one ever come to you without leaving better and happier. His premise is simple: the secret to success is not a secret - work hard, shift your thinking, and add real

value to people's lives. • Dr. Ronald F. Arndt, DDS, MBA, MAGD Master & Board Certified Coach THE DENTAL COACH • The best dentists and practices always want to be better. David Moffet can give you the tools to continue building your dream practice year after year while enjoying more freedom to enjoy your other life. • Linda Miles Founder, Linda Miles & Associates; Founder, Speaking Consulting Network; Cofounder, Oral Cancer Cause (a 5013c) • A practical guide based on decades of experience. Dr. Moffet's advice is clear, accessible, and applicable, and the book is fun to read. Whether you're just starting your practice or you're looking for that next stage of growth, this book will help. • Dr. Howard Farran, DDS, MBA International Lecturer and Publisher/Founder of Dentaltown Magazine

## Book Information

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## Customer Reviews

Dr. David Moffet is the #1 Authority on World Class Dental Customer Service. He is a skilled dentist, dynamic speaker, and a proven business growth coach. NOTEWORTHY CAREER HIGHLIGHTS:

- Moffet grew his practice from a one-dentist/ assistant team with production of \$120K/year into a \$3M/year booming business in a low-income suburb of Sydney, Australia.
- International speaker.
- Founder of The Ultimate Patient Experience™, a unique patient engagement system that dramatically enhances the value of each visit and boosts patient retention rates to levels never seen in most practices.
- Over 32 years of wet-fingered dental practice experience.
- When he wasn't traveling, Moffet billed an average of \$1,352.92 an hour for his dental services.
- International author.
- Now coaches select dentists all over the world how to use The Ultimate

Patient Experience to radically transform their practices. PERSONAL HIGHLIGHTS INCLUDE: • Married 25 years to Jayne. They have two adult children and share their time between their two homes in Sydney, Australia, and in rural Burrawang, NSW. • A keen golfer, Dr. Moffet has had a hole-in-one four timesâ |so far. Heâ s also played 27 of the Top 100 Courses in the Worldâ |so far. RESULTS: • The bottom lineâ • Dr. Moffet delivers results. By understanding and implementing his customer service concepts and mastering communication skills, you can replicate this success in your business.

I'm not a dentist, I'm a marketing consultant. But over the last 16 years I've worked with enough dentists and dental specialists that I have an interest in keeping somewhat current within this marketplace. I ordered this book because I'd heard a buzz about it from a number of different clients, and I wanted to see what the fuss was all about. To be honest, with a title like this, I was expecting a hyped up version of "Get a website, get people to go to your website, talk about how you're different, and make sure you answer your phones!" conventional wisdom you see in most dental consultants books. Boy, was I pleasantly surprised - the book is quite different from what I was expecting. For starters, Moffet is a consultant who was actually a former dentist himself. He spent 30 years in the trenches running his own practice. And because of a few very clever customer service systems he developed, his practice was incredibly successful. Having these systems made him a perfect acquisition target, and he wisely sold out for a small fortune - something few dentists get to do. This book is a detailed look at the customer service strategies that were responsible for Moffet's success. Few things I liked about the book: 1. First of all, it's very well-written, and it's written in a warm and conversational tone. You feel like Moffet is actually "speaking" directly with you, not preaching or lecturing like some holier than thou dental guru. Moffet comes across as pleasant, kind, and extremely considerate. And most of the strategies he reveals, are all based on this same "service" mentality. It's easy to see why Moffet's practice was so successful. But in reality, being pleasant, kind, and considerate shouldn't be too difficult for most people - dentists or otherwise, right? 2. He spends an awful lot of time on the one critical area of running a dental practice that nearly all dentists struggle with, and that is... team management. The strategies he recommends for improving the efficiency and attitude of your team are practical and not difficult to implement, at all. Like most systems in any business, you accomplish more by defining a baseline set of procedures everyone can understand... and then simply stick with the program. Tweaking along the way, as necessary. Many of the ideas Moffet puts forth (especially as they relate to managing your team), are not only good for dentists, they would apply equally to any business at all. And I should know,

I've worked in over 104 different industries during the last 16 years. So I'm saying this out of experience, not out of a "hunch" or a "gut feel" or something else like that.<sup>3</sup> The book is very compelling and easy to read. I got through it in 3 sessions, in spite of having a hectic schedule. In fact, I had to force myself to put the book down the first time I picked it up. It's just that easy to get involved in what Moffet is saying. The guy clearly has a few aces up his sleeves as it relates to running a dental practice. For example, his suggestions on raising prices, the perils of not raising prices, taking vacations, organizing your day, meeting with staff (do's and don'ts), dealing with good (and bad) patients, getting patients to keep appointments - amongst a slew of other topics, are priceless. In fact, Moffet knows more ways of making money in a dental practice than anyone else I've dealt with. Not just with team management, but in many different areas of running your practice. If you are a dentist who knows you should be making more money, but you either don't know why it's not happening, or you struggle with implementing procedures or systems, I strongly recommend you get this book.

I've been an associate dentist for the last 14 years. Last year I summoned up enough courage to purchase my own practice. The practice I purchased is almost completely fee for service. This was terrific for me but also terrifying. I still have a fear that some huge corporate dental office will swoop in and steal all of my wonderful patients. During this whole process, I started reading business books and marketing books. I came across David Moffet's "big yellow book" and was so happy that I did. He gives you very easy to implement ideas on how to treat your patients. It's perfect internal marketing for my practice. In fact, I haven't had to spend a dime yet on external marketing! After reading this book, I felt a little less threatened by corporate dentistry. And now I can get at least a few hours of sleep each night.

Good book. Easy to read. More content than some of the other practice management books I've read. Title maybe oversells it a little, but it provides some advice to get you headed in the right direction.

Love this book and the simple, yet effective, ways Dr. Moffet lays out to build a practice that is truly different (in a very good way). It's easy to see how Dr. Moffet was able to create an ultra successful practice. I appreciate him sharing the strategies to help other dentists do the same!

Like a beautiful swan gliding over the rough waters of a dental practice, David Moffet reminds

dentists to keep calm, develop soft skills, make wise decisions, and keep focused on customer service for personal happiness and financial success. If you finish this book in 60 days, you will be one step closer to having the dental practice of your dreams. Bravo!

Amazing book. I am a dental student who is learning the ropes of dental business. I read this without putting it down. It has all the essential information without fluff. Truly unique ideas to make your dental practice stand out. Every practice owner should take the time to read this book. Would love to read more books by this author.

Great book for any dentist

Any dentist who wants to succeed will recognise that they need a business that is running smoothly. The key is to both have an amazing team and how to turn patients into raving fans. This book will teach you how to do both.

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