

The LA&HA Business Leadership Program

Unlocking Value through Sales & Communication Skills for Dental Professionals



Use the power of communication to deliver a more polished laser dentistry experience that you & your patients will love!

Having exceptional clinical skills is a fantastic foundation, but the real magic unfolds when you can share your capabilities in a way that truly engages and excites your patients. Remarkably, 85% of a dentist's success during consultations is attributed to strong communication skills. Ashley Latter will unveil time-tested techniques to not only elevate your communication skills, but also to help you deliver the dentistry you are passionate about – the kind that resonates deeply with what patients desire and appreciate. Dr. Ilay Maden will then provide tips and techniques on finding the patients you want and increasing your metrics with marketing. We will also hear from distinguished guest laser dentists on how their journey with Fotona lasers led their business to go bigger, better, and bolder.

Join us at the LA&HA Business Leadership Program, powered by Fotona, to lead your business to new heights. You'll witness amazing stories of growth, while learning about getting the customers you want on your dental chair, and delivering the dentistry you love.

The workshop is recommended for all – from business owners, managers and treatment coordinators to clinical practitioners, dental laser and non-laser practitioners. Secure your spot today and embark on a journey to redefine the future of your dental practice.

The LA&HA Business Leadership Program

Program, May 30th - 31st

Thursday, May 30th (9:00 – 17:00)

Chair: Dr. Ilay Maden BDS, MSc, PhD, MBA'24 Certified Coach

- 9:00 – 9:15 Welcome Address and Introduction of the Business Leadership Program.
Speaker: Dr. Ilay Maden
- 9:15 – 11:00 Laser-Focused Success: Mastering the Business of Laser Dentistry.
Speaker: Dr. Ilay Maden
- 11:00 – 11.30 **Coffee Break**
- 11:30 – 13:00 Skills and Attributes of Successful Laser Dentists.
Speakers: Dr. Fernando Duarte, Dr. Aleksandra Križaj-Dumić
- 13:00 – 14:00 **Lunch Break**
- 14:00 – 15:30 Six Steps to a Perfect Consultation: Building Rapport, Interest and Information Gathering, Opportunity Analysis & Solution Development; Communicate your Fees with Self-confidence, Gaining Commitment, Follow up.
Speaker: Ashley Latter
- 15:30 – 15:45 **Coffee Break**
- 15:45 – 17:00 Six Steps to a Perfect Consultation (Part 2), Speaker: Ashley Latter

Friday, May 31st (9:00 – 16:00)

Ethical Sales & Communication Skills Workshop – “Have more Patients Saying YES to your Treatment Plans in an Ethical Manner”. Lecturer: Ashley Latter

Lunch and coffee breaks included

- Discover the communication mistakes made by dentists every day. These mistakes are costing you opportunities every week.
- Learn what the skills and attributes of the most successful dentists are, and how they are essential to having more patients saying yes to private treatments.
- 85% of success in a dental consultation is down to how good your Communication Skills and Attitudinal traits are; discover what these traits are.
- Develop more self-confidence and a more positive attitude of success and accomplishment.
- Discover the one major secret of why some dentists are more successful than others.
- Understand the 8 proven steps of the Ethical Sales Approach, so that more patients say yes to your private treatment plans.
- Learn how to ask the right type of questions to uncover new opportunities.
- There are thousands of dollars' worth of new opportunities in your existing client base; these questions will help you tap into them.
- Build instant rapport with all types of patients. Discover the two secrets of how to build instant rapport with your patients and get them to like you instantly.
- It is all about the language – learn what persuades patients, and more importantly, what puts them off.
- Learn how to gain patient commitment to your treatment plans in an ethical manner. Learn how to overcome patients' price objections (there are six) and how to overcome them all.

The LA&HA Business Leadership Program

Speakers



Ashley Latter

25 years ago, two dentists took part in Ashley's Two-Day Ethical Sales & Communication Programme and since then, over 36,500 delegates, which include dentists, treatment-coordinators, specialists, orthodontists, and team members have now taken this programme in 16 countries worldwide, including the USA, Singapore, Canada, India, and Australia to name just a few. This programme is legendary in the U.K. Dental World and is the most sought-after programme in dentistry today. Ashley is the author of three books: 'Don't Wait for the Tooth Fairy-How to Communicate effectively & Create the Perfect Patient Journey', 'You are Worth it, How to Discuss Fees with Self-Confidence & Achieve the Income that your Services Deserve'. His latest book is called 'The Practice Manager Jugglers'.

Ashley has now delivered over 34,000 hours of business coaching to the dental industry all over the world, more than anyone else on the planet. Simply, he is the best at getting dentists and their teams to communicate with their patients, which results in a world class patient journey, more patients saying YES to treatment plans and increased profits for the practices.



Dr. Ilay Maden

One of the leading lecturers and trainers of Laser & Health Academy, Dr. Ilay Maden with a M.Sc. Degree in Lasers in Dentistry and a Ph.D. in Periodontology, co-founded ONCLINIC, located on London's renowned Harley Street shortly after he moved to the UK from Turkey. This pursuit and the pandemic led him to a self-development and entrepreneurship journey resulting in his coaching certifications and MBA studies. His expertise in laser dentistry, combined with his insights in business management, coaching methodologies, and ongoing MBA studies, fuels his passion for mentoring professionals in the laser dentistry sector. His objective is to guide these professionals towards achieving optimal performance and reaching full potential in life and business.



Dr. Fernando Duarte

Dr. Duarte is a distinguished Oral Surgeon Specialist recognized by the Portuguese Dental Association (OMD). He holds a Post-Graduate degree in Oral and Maxillofacial Surgery and a Master of Science in Oral and Maxillofacial Surgery from the prestigious Eastman Dental Institute at University College London, UK. In pursuit of excellence and innovation, Dr. Duarte expanded his professional horizons by completing a Master's in Laser Dentistry at the Laser & Health Academy in Ljubljana, Slovenia and a MSc in Laser Dentistry at the Catholic University of Sacred Heart in Rome, Italy. His dedication to advancing the field is evident in his ongoing pursuit of academic excellence. Dr. Duarte actively contributes to the dental community as the Scientific Coordinator of the Clitrofa Education Academy. Furthermore, serving as the CEO and Clinical Director of Clitrofa in Trofa, Portugal, Dr. Duarte leads a private practice specializing in Oral and Maxillofacial Surgery and Oral Implantology. With a unique blend of academic prowess, clinical experience, and leadership roles, Dr. Duarte stands as a dedicated professional shaping the future of oral healthcare in Portugal and beyond.



Dr. Aleksandra Križaj-Dumić

Dr. Krizaj Dumic graduated in 1998 from the Faculty of Medicine in Ljubljana, Slovenia. After graduation she worked as a dentist in the public health center, and in 2003 opened her own private practice. Throughout the years the practice has evolved into a dental clinic that offers a wide variety of dental treatments in fields such as endodontics, periodontics, implantology, oral surgery, pediatric dentistry and aesthetics. In 2007 she started using Er:YAG and Nd:YAG lasers and recognized how useful the laser is as an everyday tool. She subsequently expanded her professional horizons by completing a Master's in Laser Dentistry at the Laser & Health Academy in Ljubljana, Slovenia and a MSc in Laser Dentistry at the Catholic University of Sacred Heart in Rome, Italy. She is an active member of the LA&HA community and an Expert Clinical Lecturer since 2011. She looks forward to every lecture and enjoys inspiring other doctors with the possibilities that laser technology can offer. Her journey to establish her own dental center required hard work, dedication, and vision and she is happy to share her unique experiences also as a successful businesswoman.

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