



Practice Entrepreneur Network

United Strategic Marketing
and Management Group



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Get ready for a complete change of mindset and join our united marketing and management group.

Our Innovative Model

The advantage that corporate practices have over many independent practices is that they are provided with a backbone of marketing and business resources from a central source. This helps enable them to run more efficiently. It is the part of the business that dentists were never trained to do well!

However, this model comes at a price; ***loss of your ownership and independence.***

Unlike corporates or part ownership models, the **Practice Entrepreneur Network** provides you with the marketing, business and management resources that you need, but with a difference. You still remain a fully **independent practice**. You will be part of an experienced and supportive service together with like minded independent dentists. There is safety in numbers and together we can help make your business more competitive in today's changing dental environment.

Join a network of elite dentists as mentors, consultants and coaches who are backed with advanced marketing technology and business management resources.

We will give you the edge over the corporates and help keep you independent.



1. Marketing

In today's dental industry, the collaboration of digital strategies, and 'word of mouth' promotion is essential in ensuring optimal practice growth. Dental practices in this establishment phase need to know how to capture new potential leads and efficiently convert them into loyal patients. In order to achieve a high return on investment, this strategy needs to be carefully crafted.

We have invented the technology, and have created proven strategies, that will deliver results that are unlike anything you have seen in your practice before.

With our pooled resources, and know how, we can achieve similar targeting results to a large corporate network. This means more patients for your practice!

2. Management

We support you with our remote practice management software and assist you to standardise your key performance indicators so that you get the outcomes your practice needs. We pay particular attention to marketing intelligence, feedback, scheduling and conversion efficiencies, as well as, a return on investment from your business strategies.

We also provide you with HR support, standard templates and materials for hiring, firing, performance reviews. Most importantly, we will provide you with an individualised marketing plan, which we will manage with you on a quarterly basis.

You will also receive the best clinical sessions from Dental ED and team training from Momentum Management, two well known names in the dental industry synonymous with high-end quality clinical and business training.

3. Consulting

The success of a practice is based not only on solid marketing, but also on how well that practice is managed. To ensure that success is met, we will consult with you and your team on a monthly basis. Our proven systems will increase production and profit for your practice.

You will also engage in mentoring sessions with other like minded dentists who will share their experiences with you. Moreover, you will be trained every quarter on improving your skills in clinical and case acceptance.

Marketing with Experience

- 12 Month Practice Strategy Development
- National Marketing Campaigns
- MiPractice Marketing Portal
- Digital Lead Capture Tools
- Practice Promotional Video
- Monthly Practice Marketing Programs
- Facebook/Instagram Campaigns
- Google Locator Listing

Centralised Resources & Management

- Monthly Online Team Training Sessions
- HR Resources
- Practice Production & Performance Analytics
- Dental ED Clinical & Hygiene Sessions
- Team Accountability Review

Consultants & Mentoring with Experience

- Dentist Business Consulting Monthly
- Peer Group Mentoring
- Quarterly Treatment Planning Sessions
- Quarterly Case Acceptance Sessions



Exclusive Territory

Our network will only be available to a limited number of practices. Membership will be based on the 'first come, best dressed' principle. Exclusive territory gives you advantages.

No one else in your area will have access to our cutting-edge marketing techniques, management support or digital tools. **This means YOU will be out in front of the competition when it comes to attracting new patients and keeping them in your practice.**

For an application form please contact: info@thepennetwork.com



"I have used my marketing experience to create an internationally recognised brand, Dental ED. I have seen many practices and met thousands of dentists from around the world and they all share the same concerns with the economic changes and powerful corporate organisations monopolising the dental industry. I am confident we have developed unique tools to get more patients and keep your practice competitive as well as prospering"

- Mr Emanuel Recupero

"Over the past 5 years I have seen a genuine need for practices to come together to support each other. This network is possibly the only way independent practices will survive into the future. I am proud of the services we will be providing independent practices. I look forward to working with you to build stronger, better businesses for everyone who joins."

- Dr Toni Surace



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Brought to you by



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