

The value of written enquiries

*...and responses that reflect
what they're worth!*

with special guest speaker,

Richard Collard

Friday 4th March 2022

St. Mellion Estate, Saltash,
Cornwall PL12 6SD



A WARM WELCOME

THANK YOU VERY MUCH FOR JOINING US FOR THE RETURN OF THE WESLEYAN GROUP OF COMPANIES EVENT!

We are thrilled to finally be back and have sales and communications expert, Richard Collard, as our guest speaker to bring you an informative and practical workshop on the importance of crafting the perfect response to written patient enquiries.

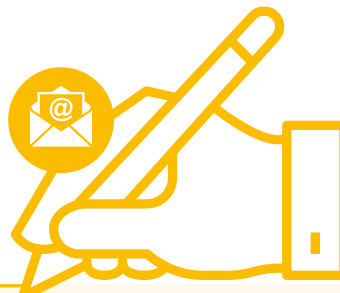
The day is an opportunity to learn something new and connect or reconnect with like-minded professionals. As ever, it's not all about the business, and following such a lengthy delay in holding the event (for obvious reasons!) we promise to make the day one to remember!

Following the workshop, you can enjoy wine and cheese tasting and a relaxing evening, including a 3-course meal and pre-dinner talk with business speaker and magician, Steve Faulkner.

Should you require any support on any aspect of your practice, please do not hesitate to speak to a member of the Wesleyan Group Team - we'd love to support you in any way we can!

Enjoy your day!

THE WESLEYAN GROUP TEAM



OUR AGENDA

14:00 Registration and welcome

14:30 Meet the Wesleyan Group Team

15:00 **Richard Collard**

hosts his session on 'The value of written enquiries'

16:30 Break

16:50 **Richard Collard**

delivers the second and final part of his enquiries masterclass

18:30 Wine and cheese tasting - sponsored by Christie & Co

19:00 Pre-dinner talk with Steve Faulkner,
including a touch of magic

19:30 Dinner

21:00 After-dinner drinks in the bar until late

Learning Outcomes:

- Learn how to start crafting responses that will help you to stand out from the crowd, attract the type of patients you want and build your membership plan base
- Understand the need for finely honed systems, structures and skills
- Appreciate the value of each written new patient enquiry.



Achieve development outcomes A, B and D.

YOUR HOST AND SPEAKERS FOR THE DAY...



→ NIGEL JONES

Sales and Marketing Director,
Practice Plan Group

Nigel has been working in the dental sector for over 30 years. He has a special interest in the development and future of NHS dentistry in the UK.

His knowledge and passion for dentistry has led him to become a trusted voice, offering invaluable advice on how to strategically and successfully run a practice, and be named in the Dentistry Top 50 of influential people within the profession.



→ RICHARD COLLARD

Consultant at Practice Plan Group

Richard has worked in dentistry for over 40 years and first came to Practice Plan in 2011 as part of Medenta, a business which he co-founded in 2005. Now, as Practice Plan Group's consultant in residence, he spends most of his time helping dental teams get under the skin of their business, using practice MRI (Most Revealing Information) scans.

YOUR EXPERT AND FRIENDLY TEAM...



→ MAGDELENA HARDING

Financial Consultant
Specialist Financial Adviser

With a strong background in financial services of over 15 years, Magdalena has a long history of working closely with the medical community, providing tailored financial advice.

Magdalena supports dental professionals and their practices across Devon and Cornwall, helping them achieve their financial plans.

T: 07766 781274

E: magdalena.harding@wesleyan.co.uk



→ MARK LEE

Product and Proposition Manager
Wesleyan General Insurance

Mark has been with Wesleyan for over 15 years and his specialism is insurance in the dental market, with a wide understanding of what's required by dental professionals to ensure they are fully protected, both now and in the future. This includes surgery insurance, dental indemnity or simply person insurance such as car and home insurance.

T: 07789 618609

E: mark.lee@wesleyan.co.uk

YOUR EXPERT AND FRIENDLY TEAM...



→ KATRINA REES

**Area Manager
Practice Plan Group**

Katrina is an Area Manager at the Practice Plan Group and joined the dental sector in 2018 after 25 years' working in sales and people management roles. Katrina found a real passion for the industry and quickly progressed to Area Manager. She is passionate about building strong relationships with her dental practices and helping them to achieve their individual business goals. Katrina supports practices throughout the Practice Plan Group including promoting patient finance through Medenta.

T: 07919 598543

E: katrina.rees@practiceplan.co.uk



→ IAN ESLICK

**Regional Support Manager
Practice Plan Group**

Ian is a Regional Support Manager and has been part of the Practice Plan Group for over 23 years. Ian has over 27 years' experience in dentistry including five years in practice. Ian has the skills and knowledge to support his practices in many areas including project management, financial planning, driving company growth and introducing patient finance through Medenta.

T: 07977 487296

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WHAT CUSTOMERS SAY ABOUT US...



**“Do I regret not going to Wesleyan Financial Services sooner?
Absolutely.”**

Peter McQuillan, General and Cosmetic Dentist



“It feels like we get the full package with Practice Plan. We have all the support from our Regional Support Manager, and it feels like everyone wants to play a part in making our practice a success.”

Kate Cummings, Hanford Dental and Implant Centre

