THE L.S. BROWNE CENTRE
DIGITAL DENTAL TRAINING

‘MARCOS WHITE THE TWO DAY DIGITAL CONSULT & TCO MASTERCLASS’

Start Date: 28th, March 2022
End Date: 29th, March 2022
Cost: £499

Course Introduction

In this Digital Consult and TCO course, Dr Marcos White will share his expert knowledge on how to perfect the consultation by making the most of your intra oral scanner and digital technology.

We’ll cover everything from wow-ing your patients with the Aspirational Smile Image, to building rapport, to digital follow up and setting up the ideal consultation room.

Learn how you can treble your revenue through the creation of a digital TCO.

Find out how to remove the friction from your consult process, so that you see growth in your Invisalign caseload without the need for investment in marketing.

Combine proven consultation workflows, an intra oral scanner, and a dedicated treatment coordinator to create your practice’s ‘consultation department’.

Discover systems and processes to enable all enquiries, sales, planning and consent to be handled efficiently and with existing capacity.

Marcos White’s ground breaking apps, hacks and tech, combined with scripting and checklists, will ensure you leave the course ready to implement your new skills the very next day.

Get ready to change your understanding of dentistry through the digital lens, and learn how to replicate our growth with digital.

Learning Objectives & Aims

This course will aim to:

- Treble your revenue through the creation of a digital TCO.
- Provide growth in your Invisalign caseload without the need for investment in marketing, once you remove friction from your consult process.
- Combine proven consultation workflows, an intra oral scanner with a dedicated Treatment Coordinator, to create your practice's 'consultation department'.
- Provide systems and processes to enable all enquiries, sales, planning and consent to be handled efficiently and with existing capacity

Course Schedule

DAY 1:

- The power of the scanner in the consult.
- How we doubled our revenue in our first 12 months with Itero.
- The humble iphone: how to make your consults send you new consults before you even start treatment!
- Scripting: money, next steps, rapport.
- The ASI: instant digital design and its' impact on patients.
- Invisalign: the perfect treatment for your new TCO

DAY 2

- Advanced inter team communication systems
- 25 to thrive checklists for turnkey implementation of everything we cover
- Consultation note taking tools
- Audio recording and its' consent
- Business tools to monitor revenue and trigger follow up
- Digital design and what to do with your scans to begin the clinical cascade.
- Everything you need to create an automated consultation department and make your scanner repay its investment.

Speaker List

Marcos White is an international speaker for Invisalign and Itero. He is a Diamond level provider and has completed 1000 cases. He is recognised as one of the UK's most prominent opinion leaders for digital dentistry and intra oral scanning.

Marcos White qualified from Leeds Dental Institute in 2000. He completed post graduate certificate courses in Restorative and Implant dentistry under Professor Paul Tipton and a PG Certificate in Implantology from Warwick University.
Marcos is recognised as one of the UK's most prominent opinion leaders for digital dentistry and intra oral scanning. He is an international speaker for Invisalign and Itero. He is a KOL for Adin and has digitally restored over 1000 Adin implants.

Marcos has built his own on site digital lab that produces every dental and implant restoration needed for his thriving practice and some key national customers.
Marcos presents live surgeries and lectures at his practice every month to demonstrate what is possible when you truly commit to digital implant dentistry.

Course Sponsorship

Experience an iTero Element scanner for yourself, request further information here.

Travel Information

The Venue:

The L. S. Browne Centre

17 Tully Road

Killadeas

Enniskillen

County Fermanagh

Northern Ireland

BT94 1RL

Located in the beautiful Fermanagh countryside The L. S. Browne Centre is more of a destination than a venue. Beautifully appointed, the centre offers a truly world class experience for all those who visit. With state of the art facilities, friendly staff and engaging atmosphere the centre oozes and lives its ethos of 'When you know better, you do better'.

Accommodation:

Preferential rates are available from our hotel partner located just 3 minutes away:

- The Manor House Country Hotel Manor House Country Hotel | Hotels in Enniskillen Fermanagh

Please call to make your booking and mention your attendance at the course to avail of preferential rates: B&B £70 weeknights, £120 weekends. www.manorhousecountryhotel.com

Travel:

- The L. S. Browne centre is situated only 90 mins from both Belfast airports, and just 120 mins from Dublin airport.
- Car hire will offer you the greatest flexibility.
- Private transfers can be arranged for you by our Education Manager, please email her at andrea@lsbrownecentre.com.