

Prime time at Leading Edge

Dr Brett Taylor of Leading Edge Dental in Penshurst talks about the benefits—both personal and professional—of joining Prime Practice.

How long have you been with Prime Practice?

Almost five years.

What benefits are you still getting?

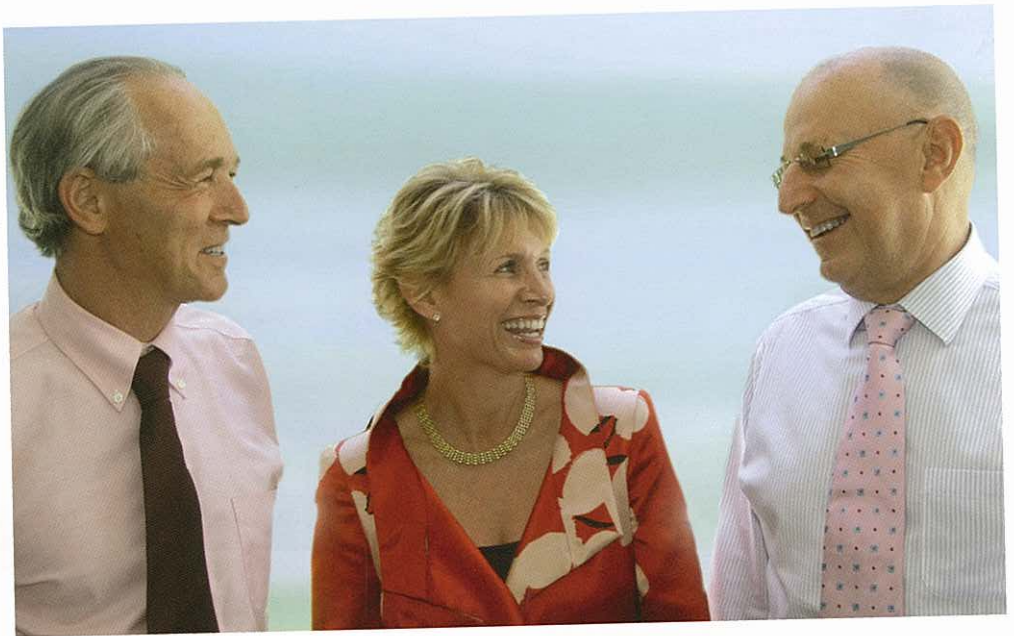
Plenty. Prime continually updates its courses and I can retake them at any time as part of my ongoing maintenance fee. I've just hired a new graduate after attending the 'Transitions' course and becoming aware of the significant advantages of implementing a long-term exit strategy. The new graduate and his DA can start taking the Prime courses now. The online reporting is nothing short of brilliant. Every day my practice numbers get uploaded to Prime and I can view up to date data on the health of the practice. Plus I talk to my coach for an hour each month and we brainstorm ideas for improving the practice.

Why did you join Prime?

I'd heard good things from other dentists. I was busy but wanted to be more productive. What I found was that I became more effective as a manager and a leader.

What were your greatest fears or reservations?

The cost. It seemed like a lot. In retrospect, I paid very little



The Prime team (from left to right): Dr Michael Sernik, Anita Roubicek and Phillip Palmer.

in comparison to the benefits (financial and otherwise) I received. The average Prime client increases their net by 100 per cent within two years. It would have been stupid not to join.

What was the first (obvious) benefit?

Decreased stress and increased productivity.

What was the greatest change you found?

Once I took the Prime Speak course, I found my case acceptance went through the roof and people started raving

to my receptionist about how nice I was. I hadn't acutally got any nicer, I'd just learnt how to communicate better.

Any surprises?

I'm pleasantly surprised at how successful Prime is in the US now. I love seeing Aussies take over the world.

What is the biggest benefit of coaching?

Having someone with the experience of so many other practices giving you the benefit of their, and everyone else's, experience. It is truly invaluable.

Why did you join Prime over any other practice management company?

I'd heard good things about Prime. No Prime customers I spoke to had anything negative to say. Prime had a big slice of the market and I felt it was around to stay.

Is Prime Practice only relevant to a certain type of practice?

Yes. It's only relevant to people who want to make more money working less hours with less stress. Everyone else should just keep doing what they're doing. □



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