

Extreme
Business

BY



GUEST SPEAKERS

Team Training Days 2027

Q1



Manish Chitnis

Trust to Treatment

Q2



Cat Edney

The Therapy-Led Transformation

Q3



Colin Campbell

Strategy for Everyone in the
Dental Practice

Q4



Elaine Halley

The Digital Patient Journey

**Extreme
Business**

BY



2027 Training Day Agendas

Q1 – Manish Chitnis – Trust to Treatment

From Comprehensive Diagnosis to Confident Treatment Acceptance

Trust to Treatment is a practical, clinician and TCO-focused training day exploring how excellent diagnosis, comprehensive treatment planning, digital dentistry and communication come together to help patients confidently say yes to the right treatment.

Modern dentistry gives us extraordinary diagnostic and digital tools, but technology alone doesn't create treatment acceptance. Equally, excellent communication cannot compensate for a poorly considered or inadequately presented treatment plan. The opportunity lies in bringing the two together.

During this interactive day, Dr Manish Chitnis will share the Trust to Treatment framework and the 10 Ps developed through more than 30 years of clinical dentistry, comprehensive treatment planning, implant dentistry and multi-practice ownership.

The journey begins with diagnosis.

How do we move beyond looking at individual teeth and start understanding the patient comprehensively? How do photography, digital scanning, radiography and modern digital workflows help clinicians diagnose, communicate and treatment plan more effectively?

From there, we explore comprehensive treatment planning: understanding the patient's problems, priorities and possibilities; developing appropriate treatment options; sequencing care correctly; and creating a plan that both the clinical team and patient can understand.

But a great treatment plan has little value if we cannot communicate it.

This is where clinical dentistry meets the 10 Ps of Trust to Treatment.

During the day we will explore:

- Comprehensive diagnosis and moving from single-tooth dentistry towards whole-patient thinking.
- Using photography, scanning and digital dentistry to improve diagnosis, planning and patient understanding.
- Developing and sequencing comprehensive treatment plans.
- Creating collaboration between the clinician and TCO throughout the patient journey.
- Understanding the 10 Ps and identifying where trust is gained or lost.
- Asking better questions to understand the patient's priorities, concerns and motivations.
- Presenting complex treatment simply without overwhelming the patient.
- Communicating value, options and fees confidently and ethically.
- Creating effective follow-up when patients aren't immediately ready to proceed.

Dr Manish Chitnis is a dentist, implant clinician, entrepreneur, multi-practice owner and dental business mentor with over 30 years' experience. His teaching combines comprehensive clinical dentistry, digital workflows, communication and real-world patient journey systems used within his own practices.



Manish

Q2 – Catherine Edney – The Therapy-Led Transformation Day

The Therapy-Led Transformation Day is about learning how to build a genuinely therapy-led practice, one where shared care is designed rather than improvised, and where the associate, the therapist and the practice all come out ahead, not just one of them.

As one of the best known dental therapists in the UK and the founder of The Modern Therapist, I've spent years helping practices make this exact shift, and I've seen every version of it done well and done badly.

The day is going to form into five parts:

- Why therapy-led is a systems decision, not a staffing fix, and what changes first.
- What shared care actually looks like: referral pathways, protocol pages, and a diary that runs on one shared system rather than two separate ones.
- The communication that gets reception, associates and therapists working from the same script, including the conversations nobody wants to have first.
- The business case for everyone in the room, associate and therapist included, not just the practice.
- A practical route through the first, hardest months of change, and how to know it has actually stuck.

This is not a lecture on clinical technique. It's the missing manual for what happens after the training, and it's for principals, associates, practice managers and dental therapists alike.

I promise a practical day, honest about where this goes wrong, and useful whether you're just starting to think about this or already halfway through the change.



Cat

Q3 – Colin Campbell – Strategy for Everyone in the Dental Practice

Colin returns to the Extreme Business workshops for Quarter 3 2027, to provide a day on understanding and planning strategy for everyone in the dental team.

You may be thinking that strategy is something which only happens at the highest end of organisations, but if you think that you'd be wrong.

Implementing everyone in the team in the strategic aspects of your business is likely to turbocharge it multiple fold in the route to your success.

The secret is to have your strategy set, and there is a system for this.

It's not just sitting in a coffee shop deciding that you're going to be a billionaire in 3 years. It's using a systematic framework to design your strategy for your business and then allowing you to implement that through the team.

Come to the Quarter 3 Extreme Business days and Colin will teach you how to set that strategy. You can then figure out how to get it done properly for yourself with your team, and then get coached to better and brilliant things.

Aim

This day aims to provide the whole of the dental team with an understanding of the strategic planning process, and the advantages to the business, the patients and the team.

Learning Outcomes

Following this session, all attendees will:

1. Better understand the importance of strategic planning in dental business
2. Understand a well-established framework for success in strategic planning
3. Understand how to implement strategic planning
4. Have a detailed example of meeting and governance structures for strategic
5. implementation
6. Have learned to share the success of strategic planning, coaching and business success



Colin

Q4 – Elaine Halley – The Digital Patient Journey: Simple Steps to Better Dentistry and a Better Business

How to use everyday digital tools and your whole dental team to improve diagnosis, patient communication, efficiency and clinical success.

Digital dentistry can sometimes feel complicated. New scanners, software, artificial intelligence and digital workflows appear constantly – and it can be difficult for a busy practice owner to know what is genuinely useful, what will make a difference to patients and where to invest time and money.

This day is designed to make digital dentistry simple, practical and relevant to everyday general dental practice.

Dr Elaine Halley will take delegates through the patient journey, from the first appointment to ongoing care, showing how relatively simple changes in the way we collect, interpret and communicate information can improve the patient experience, clinical care and the performance of the practice.

We will start with the new patient journey. What information should we collect, who can collect it, and how can we use it? We will look at photography, digital radiography, scanning and other diagnostic tools, together with the emerging role of artificial intelligence.

Importantly, this doesn't all have to be done by the dentist. Hygienists, dental therapists, dental nurses, treatment coordinators and other team members can become valuable contributors to the digital patient journey. We will explore how involving the wider team can improve consistency, make better use of everyone's skills and time, and create a more joined-up experience for the patient.

But collecting information is only valuable if we actually use it.

Rather than simply telling patients what we have found, digital tools allow us to show them. Photographs, radiographs and scans can help patients understand their own oral health, recognise changes over time and become more involved in decisions about their care.

This isn't about selling dentistry. It is about helping patients make better-informed decisions about their own health.

We will then explore how a digital approach can improve everyday workflows: reducing duplication, improving communication, creating better records and making treatment planning and ongoing care more efficient and predictable.

And importantly, throughout the day we will ask:

Where is the return on investment?

Does a technology or workflow save valuable clinical time? Could a team member undertake part of the process? Does it improve patient understanding and treatment uptake? Reduce mistakes or remakes? Improve retention, efficiency or the patient experience? And are practices getting the full value from technology they may already own?

Delegates will leave with a simple framework for reviewing their own patient journey and identifying practical changes they can implement immediately – without needing to provide complex dentistry or invest in large amounts of new technology.

The objective is not to use more technology.

It is to use the right technology, at the right time, with the right team member – to deliver better dentistry, a better patient experience and a healthier business.



Elaine