

The Ultimate Patient Journey

with Dr. Phil Broughton



09.00-09.20AM	Welcome, Registration, Tea/Coffee & Introduction
09.20-09.30AM	Introductions & Housekeeping; Setting Expectations For The Day
09.30-09.45AM	Open Forum: "What Is Dentistry In 2025?" Trends, Challenges, Opportunities
09.45-10:00AM	Overview: The Value Of Structure, The Patient Journey, And The TCO Role
10:00-11:00PM	Patient Journey Part 1: First Impressions, Enquiries, Communication, Trust
11:00-11.30PM	Morning Coffee Break
11:30-12:30PM	Patient Journey Part 2: Consultation Flow, Data Capture, Planning, Consent, Consistency
12:30-1.30PM	Lunch Break (Provided On-Site)
1:30-2:45PM	TCO Role Part 1: Responsibilities, Skills, Patient Advocacy
2:45-3:15PM	Afternoon Coffee Break
3:15-4:00PM	TCO Role Part 2: Advanced Consultations, Handling Objections, Building
4:00-4:30PM	Q&A: Open Discussion And Shared Solutions
4:30-5:00PM	Close: Key Takeaways, Reflection & Action Points