



What is 'All Access'?

As an 'All-access' member of the Brady Group, you are in for a treat! We do not believe in 'cookie cutter' coaching. Your personal coach will serve as your guide to help you accomplish what's important to YOU. You will have access to systems, resources and training tools in several different formats - training videos, printable training tools, live events, daily support reminders and the customized support of a personal guide to assist you in applying the materials in a way that ensures success in your unique practice.

As an all-access member, you'll never pay tuition or additional fees for events or resources.

Personal Guide – Each dental practice is assigned a personal guide to support them through every phase of the program. **THIS IS YOUR MAIN SOURCE OF COACHING!** While we have many reinforcing and support materials, we will never hand you a manual to figure out on your own.

Generous access to the Personal Guide via email, phone and video conferencing In addition to consistent coaching sessions, you will have unlimited access to your personal coach via email, text and phone. You will basically have an additional on-call team member!

Making time to work ON the practice is key to our members' success - Coaching is accomplished via regularly scheduled one-on-one video conferencing sessions involving the entire team AND doctors. Frequency is agreed upon between Guide and Member. This personal attention allows for the flexibility required to coach teams through challenges in real time, rather than waiting for the next training session.

Training Events - As an All-Access member, you will attend our flagship in-person meeting, **Mission: Possible! Upon enrollment, we ask that you plan to attend the first Mission Possible on the calendar.** You are invited to and encouraged to attend all Training Events. We offer several virtual training opportunities, as well as live events.

- **Team Training** - improve skills and knowledge for your **entire team** - emphasis on improving teamwork, communication, patient flow systems, financial arrangements, scheduling, decreasing insurance dependence, case acceptance and more. **Individual department training** specific to the needs of hygienists, dental assistants and front desk team members.
- **Doctor Mastermind Training** - These doctors' only events are held frequently to provide training in leadership, case acceptance, money management, practice model and much more.

Scoreboard Software and KPI Dashboard– We provide a system for measuring progress via the key performance indicators of a practice. Your customized Scoreboard is accessible by your entire team and your Personal Guide, which allows for personalized feedback and support



Personal Professional Profile - This is an extensive document that gives us a comprehensive look at the doctor and his practice. This questionnaire is paramount for developing the individualized coaching plan. While the coaching process starts right away, once we receive your completed PPP, you will meet with Dr. Chris via phone or skype as an adjunct to your coaching action plan.

Customized Electronic Systems Playbook - Your personal coach will work with you and your team to create a personalized systems playbook with clinical and administrative tasks unique to your practice. We do all of the formatting and content entry for you!

All-Access Digital Training Hub

1. **Video Courses**– Full access to all training videos, to include our brand new Front Desk Goddess Academy 'Jumpstart' series. You will receive detailed training in every aspect of patient flow, from the initial phone call to successful prepayment of services, and all in between.
2. **Printables** – Visual tools that reinforce concepts available for print and use.
3. **Personalized on-line Game Plan with supplemental resources** - Timelines, scripts, forms, step-by-step systems for all aspects of the office and many other useful materials that will be referenced and used during the course of the program.
4. **Weekly Support Email**- This is a daily motivational/training email that is designed to supplement your personal coaching and keep members informed.

Clinical CE Opportunities at a special discounted Brady Group Member Rate - We often partner with clinical experts in our field to provide opportunities for training through our Annual Roundtable Extravaganza, or special invitation-only events.

Inner Circle - Once a doctor and team have successfully and consistently incorporated Brady Group systems, he/she is offered a place in the Inner Circle. These doctors are the best of the best and have transformed their practices to reflect their vision. These Inner Circle doctors are invited to any and all Coaching Program meetings and serve as examples and mentors to the newer members thereby proving the concepts that are taught in the meetings through their own practical application.

As an 'All Access' member, you will also receive any new resources/tools that are produced during your active membership at no additional cost.

Contact Amy to enroll - 800-592-7239



Just a few reasons to enroll in Brady Group Coaching...

It's the end of the month and I was just thinking that at this very moment, I am about as stress-free as I have ever been concerning my practice. That's not to say that I don't have worries or concerns, but to tell you the truth, the worries I have are so much less in stature that it is simply incredible.

I grabbed my bonus folder and added up the bonus amounts shared by the team for 2021. The total came to \$91,571!!! Wowee, never dreamt my office would pay out that much in bonuses in one year in my tiny Kansas town. Average production for the year was 124,238 - a 35% increase over our best year.

To tell you the truth, I am not sure that I would still be practicing if I had not met you and subsequently invested in your course. My practice actually invigorates me instead of draining me! Thank you so much.

Dr. Kurt Williams
Ellsworth, KS

Brady Group coaching is worth every penny. We have benefitted from a personalized plan and insights for success and are now able to see patients only 12 days a month, and my team consistently earns a significant monthly bonus.

Dr. Kanona Felt
Carlsbad, NM

We have mustered up the confidence to stand up against insurance and also have begun to value time off!

If time off sounds great and doing things your way and not the insurance way, then the Brady Group is definitely worth looking into!

Dr. Geoff Johnston
Seattle, WA



Been involved for 15 + years, the Brady Group has been a great support network that continues to help me grow and find success in my practice, with my family, and in my life.

Most likely you will find it helping you to decrease stress and spend more time out of the office doing things with your family and friends.

Dr. Scott Anderson
Gunnison, CO

The transformation of Dr. Griffith and our team has been worth every minute of the Brady Group. Our office operates so much better. And we are no longer his staff - we are truly his team. Personal life principles from the Brady Group have helped me.

Camaraderie and trust between team members lends to greater success and productivity and profitability.

Gina - Hygienist
58 Dental Denver

Amy gives great advice on how to deal with the daily challenges that arise at the dental office. She speaks in a way that is easy to understand. She uses her own experiences and sense of humor to explain recommendations and philosophy. It was a great experience for the whole team.

Dr. Benjamin Joy
Pembroke Pines, FL

The Brady Group has helped us become better people and a better team. They have supported us for 10 years. We are given a venue where we can get together with colleagues to share ideas. They have not only helped us reach our professional and personal goals, but they have truly loved us.

If you want change for the better, then join Dr. Brady's team and live a full and complete life.

Dr. Daryl Robertson
Borger, TX



'This is why I pay a piano teacher for my kids. I have played piano all of my life - but there's something about someone other than me teaching my own that's much more effective. Having a coach with an outside perspective is so valuable'

Wife of Dr. Kyle Griffith
Denver, CO

The Brady Group is different because not only do I learn better ways to communicate with patients in the office to increase case acceptance, but it's helped me personally with my interactions with people at work, home and in other situations. Both Dr. Brady and Amy feel like good friends.

Darci - Front Office
Dr. Mike Unser - Denver, CO

When we began with the Brady Group, we were a practice in turmoil without a clear direction, and worked 19-20 days/month. Our practice overhead was 70+%. Dr. Brady has helped us take more time off (we now have about 8 weeks off/year), make more money, provide the kind of care that we are best at, and genuinely love and take care of our patients. We are thankful for the Brady Group helping us transform our practice.

Dr. Kirk Bond
Temple, TX

The Brady Group is different in ways that help our office look on an individual level how each of us can change and improve. We have learned how to work as a team more effectively. We are given opportunities to earn large bonuses. We also have the chance to meet with other practices that allow us to share ideas. We have a coach that we meet with on a regular basis to support us. I've grown not only in the office, but on personal levels at home, too. Chris and Amy take a personal interest in our practice.
Kim, RDH

Dr. Mat Mouritsen
Salt Lake City, UT



PPO or not, the way the Brady Group has changed the way I practice revolves around enjoying giving patients what they want rather than telling them what they need. It has helped me to sleep better at night by taking the pressure out of treatment presentation.

Dr. Darren Dickson
Plano, TX

The Brady Group has helped in many aspects of my life - not just dental. The principles taught work well in the practice of dentistry and have also helped with my relationships outside of the office. They have been someone that holds me accountable for things that I might otherwise let slide.

In the practice of dentistry we have been able to work fewer days and make more money. My case acceptance is better - not perfect, but definitely improved from prior to utilizing the Brady Group. We have been able to reduce overhead, making it easier to do other things in the practice.

As I have applied these principles I have been happier and less stressed. I also believe my staff has been blessed by allowing these systems to permeate their lives.

Dr. Jared Waite
Colorado Springs, CO

The Brady Group makes me want to strive to be a better person - both professionally and in my personal life. They have given me the tools needed to be successful and gain confidence to communicate with others. Their one-on-one meetings have benefitted our office beyond measure. We also have fun along the way - I learn and laugh at the same time!

Amy- Dental Assistant
My Dentist in Plano, TX



The Brady Group systems are the only way to communicate with empathy with our patients. Brady Group systems have brought our team success and created less stress in the office. Ownership is given back to our patients and they are happy to accept treatment - it is THEIR plan! Brady Group opens doors to a whole new way of thinking. It gets you out of the box of 'need to' dentistry to 'want to' dentistry.

Tami, RDH
All Seasons Dental
Boise, ID

The Brady Group is the first consultant I've worked with. I truly enjoy the coaching and feel like our office is closer than any other team as a result. I would never want to go back. Brady Group has made me feel confident in my practice and taught me how to turn difficult situations into easy ones through proper verbal skills.

The Brady Group is not just a consulting group - it's like we are a big family. I am very grateful for all that I've learned.

Kassidy, Dental Assistant
Dr. Khalid Hussein
Washington DC

The Brady Group has helped us learn how to treat patients as we would want to be treated, with an honest heart, and the highest quality possible vs. 'turn 'em and burn 'em' like other consultants. The Brady Group focuses on elevating the quality of dentistry through creating relationships, communicating, and earning trust.

Amy, Front Office Team Member
Dr. Jack Bodie
Richardson, TX