



The Campbell Clinic



The Campbell Academy

# The 2021 Digital Dental Business Course





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# Introduction

## Why this course and why now?

For years we have ran a year long business course where delegates attend for six two-day modules, face-to-face and we provide them with the tools to write a detailed and all encompassing plan for their business for years to come. This is an ideal way to educate and influence but is not feasible for many people and in the light of where we find ourselves now, due to the affect of the pandemic, it will be difficult for many for years to come.

This digital based course is structured to help dental practitioners organise their business to be more efficient, effective and profitable. The digital format of this course creates a flexible learning experience which enables delegates to work this around their clinical time and has been designed based on Seth Godin's 'Bootstrapper's Workshop' which Colin participated in during the first lockdown.

This is an inexpensive course which relies on the motivation and self-direction of the people who attend to apply themselves for six weeks. The majority of the course is completed through self directed learning from your own home on our digital platforms where we will release weekly projects for you to complete. There will be access to members of The Academy team to support you through each project where necessary in addition to an introductory and closing live webinar with Colin.

Moreover, there will be access to a course Slack channel throughout the entirety of the course providing attendees with a platform for discussing the projects themselves in addition to the sharing of additional knowledge and day to day experiences.

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Profit is like oxygen. It is  
essential for life, but it is not  
the meaning of life.

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COLIN CAMPBELL



# The Campbell Clinic History

In 2008 the practices Colin had worked in for almost eleven years were sold, at short notice, to a large dental corporate and Colin decided to leave immediately feeling he could not work within that environment. He moved in 2008 to work as an associate at a small specialist Periodontal clinic in Nottingham which at that stage turned over £250,000 per year.

In 2009 Colin became a partner in Campbell and Peace (a new company set up by Colin and Ian Peace) and in 2013 Colin became the sole owner of The Campbell Clinic; a specialist referral dental practice which now turns over in excess of £2.5million per year and employs approximately thirty seven members of staff.

During this time Colin also launched (with his education partner Andrew Legg) The Campbell Academy which is a national education business, training dentists in implant dentistry, digital dentistry and other dental matters. This has proved extremely successful; having been set up in 2014 as a start up business it now turns over hundreds of thousands of pounds per year.

From leaving the mainly NHS practices Colin worked in for eleven years as an associate in 2008, to overseeing a business with a turnover exceeding £3million per year, he has been able to exercise his belief in the concept of 'prethics' which marries profit and ethics in the provision of exceptional healthcare.

With organisations based on the philosophy of 'like a member of your own family' with team training and team building at the heart of everything, Colin and his team believe it is possible to strike a wonderful balance with work and personal life and to enjoy both without compromising the other.

It's for those reasons it was decided to try to develop a course to assist other independent practitioners in realising their dream of providing the care they want for their patients in an environment of happiness without sacrificing themselves too greatly.

Over and above all, Colin believes "Your work exists to give you the life you want".

Colin believes that to survive in an independent dental world (aside from the dental world dominated by corporate entities) it's necessary to have an anti-corporate mentality and an anti-commodity mentality.

Everyone at The Campbell Clinic believes that every patient is different and cannot be commoditised.

We believe in real values for the patient, for the team, for the environment we work in and for ourselves.

# Dates

The course is spread across a 6-week period and is bookended by an introductory week and a final week designed for finishing off any final parts of your projects. In between there are 4 weeks where you will be required to complete 2 projects a week to be submitted on each Thursday and Sunday.

The course has been designed to be extremely flexible for attendees enabling delegates to work this around their Clinical time. The majority of the work can therefore be completed at a time that suits the delegate. A summary of the key dates can be found below.

## **Week 1 - Introductory week**

Monday 31st May 2021: Official start of the course and introductory projects set.

Friday 4th June 2021: Live course introduction Zoom conference call with Colin Campbell.

## **Week 2: The 'Why' Project and Finance**

Thursday 10th June 2021: Submission of the 'Why' Project

Sunday 13th June 2021: Submission of Finance Project

## **Week 3: Marketing and HR**

Thursday 17th June 2021: Submission of Marketing Project

Sunday 20th June 2021: Submission of HR Project

## **Week 4: Sales and Leadership**

Thursday 24th June 2021: Submission of Sales Project

Sunday 27th June 2021: Submission of Leadership Project

## **Week 5: Strategy and The Business Plan**

Thursday 1st July 2021: Submission of Strategy Project

Sunday 4th July 2021: Submission of Business Plan Project

## **Week 6: Course Wrap Up**

Friday 9th July 2021: Commencement speech with Colin Campbell

Sunday 11th July 2021: Official close of course

# Course Modules

## Week 1

Day 1 will include an introduction to set the tone for the whole course and outline the logistics of the course.

Delegates will be set their first mini project and there will be a 45 minute Zoom hangout with Colin, the other faculty members and the rest of the cohort.

## Week 2

Week 2 hosts the completion of project 1 and 2. Firstly, delegates will outline the 'WHY' of their business based upon Simon Sinek's Ted Talk.

Secondly, delegates will complete the finance project where delegates begin to look at absolute fixed costs per month, operating surgery costs per day and average daily yield.

## Week 3

Week 3 welcomes the Marketing project based around tried and tested marketing tactics used at both The Campbell Clinic and Campbell Academy. This module will be delivered by Tom Reason who is the marketing manager at both TCC and TCA.

Following this, we will introduce the HR Project focusing on structured HR, structured performance management and meetings and engagement using digital products.

## Week 4

Week 4 includes the Sales funnel project with Carl Dunstan designed to ensure that only the minimum amount of contacts who would like to come to engage for treatment and care are lost.

The second project presented during this module is the Leadership project with Colin Campbell designed to demonstrate concepts with regards to leading a modern dental practice.

## Week 5

The Strategy Project with Carl Dunstan starts off week 5, showing how to plan strategically over a year (or three years) to see constant improvement of a business.

The last project for delegates is the Business plan project with Colin, encompassing all knowledge from prior projects into one completed business plan.

## Week 6

Week 6 acts as a catch up week on any projects and extra work where necessary. Delegates will be able to communicate with members of the team to gain advice or guidance.

To conclude these projects there is a Zoom call on Friday afternoon acting as a Commencement speech which will be delivered by Colin Campbell.



# Course Faculty





# Colin Campbell

Director - The Campbell Academy

Clinical Director - The Campbell Clinic

BDS FDS RCS

Specialist in Oral Surgery

GDC reg no: 70058

In 1997, Colin became a Fellow of the Royal College of Surgeons of Edinburgh (by examination). He also entered dental practice in 1997 and began to build a referral service in oral surgery and implant dentistry. In 1999, Colin became a General Dental Council Registered Specialist in oral surgery.

In 2005, he was elected to Fellowship of the International Team for Implantology, a network of 650 elected professionals worldwide who promote implant dentistry by research, education and development (approximately 50 people in this network are from the UK). He is a Member of the ITI Education working group responsible for developing education to healthcare professionals in implant dentistry and has personally developed many courses in this field.

Colin is a Member of the Association of Dental Implantology - [www.adi.org.uk](http://www.adi.org.uk) and, in 2009, became director in Campbell and Peace Specialist Practice. He took over 100% of the practice in 2013 to form The Campbell Clinic.

Colin has placed and restored over 5000 implants; he has also carried out over 10,000 surgical procedures. He is responsible for mentoring dozens of dentists and introducing them to implant dentistry for the benefit of their patients, and has also lectured nationally for over 10 years on implant dentistry and oral surgery.

Colin has been providing expert witnessing services for nine years in dozens of cases and has appeared in county and criminal courts as an expert.



# The Faculty

## **Hayley Brown - Practice Manager**

After beginning her career in dentistry as a trainee Dental Nurse in 2005, Hayley soon began working with Colin as his Senior Dental Nurse. Subsequently in 2012, Hayley became The Campbell Clinic Practice Manager and has played a crucial role in the recent move to the new Campbell Clinic facility.

## **Charlotte Harrison - Finance Manager**

Charlotte began her career at The Campbell Clinic in 2008 as a Dental Nurse and shortly became the Practice Manager. After taking a year off to start a family, she returned in 2014 to the role of Finance Manager. In February 2020 Charlotte passed the Advanced Diploma in Accounting with distinction, and is now working towards the Professional Diploma in Accounting.

## **Carl Dunstan - Business Development and Sales Manager**

With more years experience than he'd like to admit. Carl worked as a Physiotherapist prior to joining the Campbell Clinic. A career spanning 20 years including NHS work in the acute sector, private sector, building a national network of Physiotherapy practices whilst also working with some truly great and inspirational colleagues and clients in sport, music and film. He brings this wealth of experience to the Campbell Academy with his specialist interest being utilising those experiences and skills to help you reach your goals ... whilst staying 'young enough' in the mind and body to run around the garden with his kids.

## **Tom Reason - The Campbell Academy General Manager/ The Campbell Clinic Marketing Manager**

After managing The Campbell Academy from its launch in 2014, Tom has recently expanded his role to manage The Campbell Clinic's Marketing team.

After graduating from UEA in 2013 with a History degree, Tom is now also completing a part time Digital Marketing Degree at Nottingham Trent University.



# Key Features

No.1

Eight projects to be completed by delegates ensuring all attendees exit the course with the tools and frameworks to move their business forwards.

No.2

Delegates will be provided with templates and examples to help them through the process and the completion of the projects.

No.3

Ability to create a tribe and create belonging for people to discuss concepts.

No.4

A digital course which creates a flexible learning experience enabling delegates to work this around their clinical time

No.5

Online discussion group for the life of the course for all members to discuss and share projects in addition to the sharing of knowledge and skills.



# Aims and Objectives

Following completion of this course participants will have an improved understanding of the following:

- 1) The vision of their business – what it is actually for.
- 2) How to develop new financial structures for their business to be more financially effective, efficient, and profitable.
- 3) How to explore new marketing initiatives in their business, within their existing budget framework to improve new patient flow to the practice.
- 4) How to structure Human Asset management (HAM) within a small healthcare business throughout a year to improve team engagement, performance, and loyalty.
- 5) How to begin to organise a proper sales funnel within a Practice to ensure that only the minimum amount of contacts who would like to come to engage for treatment and care are lost.
- 6) How to plan strategically over a year (or three years) to see constant improvement of a business.



# How to book

## BOOK ONLINE

[www.campbellacademy.co.uk](http://www.campbellacademy.co.uk)

## EMAIL US

[info@campbellacademy.co.uk](mailto:info@campbellacademy.co.uk)

## CALL US

+44 (0)115 9823 919

## COURSE FEE

£1,200 including VAT





# Our sponsors

The logo for PLANMECA, featuring the word "PLANMECA" in a bold, blue, sans-serif font.

## PLANMECA

Planmeca is a global leader in many fields of health care technology, with products distributed in over 120 countries worldwide. Their product range covers digital dental units, world-class 2D and 3D imaging devices, and comprehensive CAD/CAM and software solutions. Colin has recently developed a strong relationship with Planmeca when it came to investing in a new CBCT machine at The Campbell Clinic and Academy. Their aim is to create functional, durable and beautifully designed products that stand the test of time. They do this by always keeping their four design principles in mind: ergonomic workflow for professionals, patient and staff safety, patient comfort and long lasting aesthetics. Principles that The Campbell Academy strongly support and can relate to.

The logo for Straumann, featuring a green stylized graphic of two parallel lines to the left of the word "straumann" in a bold, black, sans-serif font.

## STRAUMANN

The Campbell Academy is proud to announce that Straumann is one of our Platinum sponsors. Colin has been associated with the Straumann Dental Implant System and the Straumann company since 1998 and has an unbroken history of exceptional service from them. The Straumann Dental Implant System boasts one of the most researched implant surfaces in the world and we believe it is the best system to be used for the benefit of our patients. We are delighted that Straumann are supporting The Campbell Academy project and look forward to working with them for a long time to come

The logo for Wrights, featuring the word "Wrights" in a blue, serif font, with "THE DENTAL SUPPLY CO" in a smaller, blue, sans-serif font below it, and a blue swoosh graphic to the right.

## WRIGHTS

Wrights is the largest UK owned dental supply company providing 40,000 sundries products to 10,000 dental practices and laboratories spanning the length and breadth of the UK. We are delighted to announce Wrights as a Platinum Sponsor of The Campbell Academy and lookforward to their support of the Academy team and our course delegates.

# Get Social With Us



FACEBOOK



TWITTER



INSTAGRAM

@TheCampbellAcademy



# Testimonials



This 6 week course was great and it went so fast!! Thank you to all the delegates for making it work so well and sharing their knowledge and experiences within this course.

**- Alfie Chan**

we tend to spend our lives in compete mode - trying to make sure we're in line with competitors or ahead. It's so nice to be open/honest and meet new people and over a short time - be rooting for their success.

**- Jill Young**

The digital business plan course has been immensely useful for establishing my vision for my future practice. More than this though, thank you for connecting me with some fantastic delegates with a array of different backgrounds who all bring something different to the group.

**- Karl**



# Contact us

## EMAIL ADDRESS

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## PHONE NUMBER

+44 (0)115 982 3919



The  
Campbell  
Academy