

Dental Marketing 2017



35th International Conference on

DENTISTRY & DENTAL MARKETING

October 05-06, 2017 Las Vegas, USA

Keynote Forum

Day 1

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Mayoor Patel

Cranofacial Pain and Dental Sleep Center of Georgia, USA

Why is dentistry in a unique position to screen and treat patients with a sleep breathing disorder?

The dentist's role in helping patients who snore or suffer from sleep apnea continues to become increasingly important. Medical problems associated with sleep-disordered breathing (SDB) have been well studied and documented, and continue to expand. From hypertension to impaired cognitive functioning and diabetes, the dentist's role in dental sleep medicine (DSM) can help prevent advanced health consequences. Untreated sleep apnea patients put themselves at an increased risk of morbidity and mortality. We need to step up and educate our patients so they know there is a solution out there for a better night's sleep and overall health care. While public awareness has improved, many still continue to go undiagnosed. So, we know that untreated sleep apnea can lead to complications in a patient's health, but why should dentists get involved in DSM? CPAP machines have often been the top treatment option for patients suffering from sleep apnea but that is changing at a rapid pace. Many patients who are unwilling or unable to use CPAP machines have benefitted from using oral appliance therapy, which is provided by dentists in the field of dental sleep medicine. Oral appliances are recommended by the American Academy of Sleep Medicine in the treatment of obstructive sleep apnea (OSA), as one of the leading treatment options. By seeking advanced education in the area of DSM, dentists can learn how to spot patients with OSA, as well as providing patients who are CPAP non-compliant with proper treatment through oral appliances. With so many options available for oral appliance therapy, dentists need to remain at the cutting edge of the latest advancements in dental sleep medicine. Dentists who get involved in oral appliance therapy for the treatment of OSA are often surprised at how grateful their patients become after only a few nights of uninterrupted sleep. The availability of oral appliance therapy and dental sleep medicine opens up doors for the dental field, so we can continue to provide our patients with the best care possible.

Biography

Mayoor Patel has received his Dental degree from the University of Tennessee in 1994. After graduation, he completed a one-year Residency in Advanced Education in General Dentistry (AEGD). In 2011, he has completed Master's in Science from Tufts University in the area of Craniofacial Pain and Dental Sleep Medicine. Besides being a Diplomat in the American Board of Sleep Medicine he is the 2nd Dentist that has fulfilled the necessary requirements and is a registered Polysomnographic Technologist. Presently, he serves as a Board Member with American Academy of Craniofacial Pain. Since 2003, he has limited his practice to the treatment of TMJ disorders, headaches, facial pain and sleep apnea. His additional contributions include textbook chapters' publication, consumer book on treatment options for sleep apnea and various professional and consumer articles.

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Diana Batoon

Bonita Dental, Scottsdale, AZ, USA

Sleep disordered breathing in the pediatric population

Executive Summary: Each year a large population of children with symptoms of mouth-breathing, snoring, bruxism, bed-wetting and ADD/ADHD go untreated and misdiagnosed. Unaware that Sleep Disordered Breathing is the root cause of their troubles, parents and children pursue treatments that make their situation worse, both in the present and the long run. It is more important than ever for the dental community to empower families to heal this condition instead of just cope with it.

Problem Statement: Untreated or misdiagnosed Sleep Disordered Breathing in the pediatric population has a significant impact on the deterioration of health, development, and self-confidence in young lives.

Motivation: Create a movement in the dental community to proactively diagnose SDB to: Save children from misdiagnosis; keep children off unneeded medication; improve school performance and self-confidence and; correct the condition to alleviate and prevent the symptoms (crooked teeth, insomnia, malocclusions, speech issues, allergies, inflammations, sleep apnea, and more).

Results:

1. Identify the outward symptoms and root causes of SDB in children
2. Develop action steps to integrate an SDB identification process at your practice
3. Generate growth within your practice by partnering with the medical community and parents to improve the lives of their children

Conclusion: Maximum oxygen during sleep is necessary for the body to take care of itself, repair itself, and have all biological systems function normally. Every child should sleep soundly and sleep well...let's help them get there.

Biography

In 1997, Dr. Diana Batoon founded Bonita Dental in Scottsdale, AZ. A graduate of Tufts University with specialized training in Dental Cosmetic from the American Academy of Cosmetic Dentistry. She completed a General Practice Residency at VA Hospital in Loma Linda, California. Dr. Batoon has extensive training in Full Mouth Rehab, TMJ, and Dental Implant Restorations. She has been most successful with her patients's overall health and pairing it with the right treatment. It's been proven in our office that this approach leads to long lasting restorations and overall improvement in oral health. Dr. Batoon spends a lot of time to detail and her patients's desires to achieve the right outcome.

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Notes:

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Jason Post

MBS Secure, USA

Technology: understanding private and public cloud use in the dental practice

In the rush for technology transformation in dental practice, failure to understand some of the cloud's intricacies can create a significant impact on the bottom line. This session will address some of the basic building blocks of dental practice "cloud" technology; including the critical differences between private and public cloud usage. Understanding how technology is structured, and how to best deploy it in the practice office environment is an important element in efficient use of today's technology innovations. Industry technologist, executive and cloud expert Jason Post will help dentists and managers understand the different types of technology available to the practice, and how to best understand and use these technologies for secure, cost-efficient and HIPPA-compliant performance. Session attendees will come away: Understanding the difference between private and public cloud technologies; Creating accurate budgets and implementation timelines for technology and; Technology transformation trends like: what are the key technology transformation trends impacting the dental profession today, and what are the best-practice strategies to manage them for full compliancy and data protection?

Biography

Jason Post is a Speaker, Dental Industry Author, CEO and Founder of MBS Secure. As Computer Engineer and Technology Designer who has worked with the world's top Fortune 100 enterprises, he brings the power of global technology experience and dental industry understanding to his role.

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Notes:

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T Andre Shirdan

The CREW Process, USA

Patient retention is one of the most overlooked marketing tools: After all the marketing is done, how do you keep them and wow them?

According to the America Dental Association, only 46% of American actually visit dentist. That means that less than half of your community is seeking care and the other half will never become patients. When you do capture a new patient, what keeps them in the “active” status? How do you create the necessity for continued care? Marketing works, we know that, but in dentistry we know there is a capacity issue. There is so much time in the day and so many procedures we can do, that being said. If we are always getting new patients, the practices had to have lost patients. Otherwise, the practice would be overflowing with patients and we would be adding new rooms and providers about once every three years. So, why is it that so much time and money is spent on recall and reactivation? If you keep the patients you have and keep them on a cycle of preventive care, the new patients will only replace those who have died or moved away. Wishful thinking that is why there needs to be strong retention programs tied to the marketing and customer service protocols of the practice, creating a cycle of not just recall but retention.

Biography

T Andre Shirdan is an inspirational and motivational Speaker, Executive Coach and Certified Trainer. Since 1989, he has worked with thousands of practices helping to create systems for treatment planning, staff training, goal attainment, internal and external marketing and computer systems integration. He founded Systems Practice Management, Inc., a dental practice management, training and consulting firm. He is co-creating the non-surgical periodontal protocol Stat-Ck. He is best known for creating The CREW Process; a better way to define practice philosophy, bring consistency to treatment and gets the entire office in alignment.

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Notes:

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Vilas Sastry

Aces Dental, Las Vegas, USA

Increasing treatment plan acceptance with in-house insurance plans

Are you finding it tough to run your dental practice because many of your patients can't afford the treatment you're offering because they aren't insured? Dr. Vilas Sastry understands your pain—and your patients'. More importantly, he has solved the problem. In *Drilling for Yes*, he will teach you how to help patients and yourself by getting them to say yes to the treatment plans you recommend. After running a successful dental practice for over a decade and expanding to four locations, Dr. Sastry knows what it takes to build a strong practice with an excellent reputation and a clientele that keeps coming back. In *Drilling for Yes*, you will learn how to: Select a business model that will outsmart your competitors; Negotiate with all of your suppliers; Build a loyal team of employees; Market your practice in ways that won't waste your money; Help your patients get dental insurance so you get paid; See more high-dollar procedure patients to increase your revenue and; Get your patients to say "Yes" to the treatment plans you recommend.

Biography

Vilas Sastry, DMD, is an Author, Professional Speaker, and Entrepreneur. He received his Bachelor of Dental Science in 2001. He then received his Advanced Standing DMD from Boston University in 2005. In 2006, he opened his own dental practice, Aces Dental. He currently has four offices and continues to expand his footprint in Las Vegas. In 2007, he expanded his lifelong entrepreneurial lifestyle by becoming the CEO of the insurance brokerage firm, Health Networks of America, which he built into a multimillion dollar operation before selling it. Today, several private equity groups rely on his expertise for different consulting contracts.

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Notes:

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Emily Letran

Exceptional Leverage Inc., USA

Maximizing Growth Potential With Influence Marketing

As part of business management, the owner dentist often wears several hats: the CEO, the operator, the manager, the “referee,” and the marketing director. We often look at marketing as an expense. In reality, marketing is an investment with direct ROI for our dental practices.

This presentation will share insights into the marketing system using the influence we create in our business. This involves several steps, and all of which are part of what we already do!

One of the first strategy of INFLUENCE marketing is positioning oneself as an expert. Holding and sponsoring events will establish credibility in the community. Newsletter marketing, with specific strategies, will help spread the goodwill of the practice, brag about the doctor, and share fun and exciting things in the office. Influence marketing will also drive the staffs to improve performance and achieve more. Tools and techniques will be discussed to help the practitioner accelerate the performance of the team and achieve greater results in his / her marketing.

This presentation is inspirational and fast paced. It is based on strategies employed in growing multi-specialty group practices for 20+ years. The attendees will walk away feeling confident that he/she can implement these strategies and take the practice to the next level.

Biography

Emily Letran graduated from UCLA School of Dentistry at the age of 25. She completed her DDS degree concurrently with MS, Oral Biology in the same 4 years. For the past 20+ years, she has been the CEO of several multi-specialty dental group practices. As a High Performance Coach, she helps dentists and business professionals maximize their potential in life and business, streamline systems, increase profits, and win back time from work for their families. She is an international speaker, author of several books, philanthropist, and mother of three children.

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Notes:

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Evgeny Roshchin

Prosystem, Russia

The use of new generation equipment in functional diagnosis and treatment planning for individual parameters

Using of additional equipment allows getting individual information for functional treatment planning. The development of digital technologies in the dental practice allows leading high precision complex diagnostics: Get CBCT data, 3D cephalometric analysis, analyze occlusion on virtual models, register individual movement trajectories and finally combine all the data for individual treatment plan. We developed new optical axiograph to analyze violation of lower jaw articulation. It is based on work of only 1 camera. Dentograf allows registration lower jaw movement trajectories for patients with any occlusal pathology. Especially for patients undergoing orthodontic treatment were developed new markers, which mounts only on 1 tooth. Dynamic parameters of movement we can combine with CBCT for individual diagnosis. Combining static and dynamic data in single software may predict treatment and conduct a dynamic analysis of its stages. Quite often, in the planning of complex treatment, we use advanced calculations; cephalometric analysis and subsequent calculations use the treatment. We developed dynamic cephalometric analysis for doctors to plan how these calculations will influence the treatment or if it is possible to change lower jaw position. For the analysis of muscle tension, we have developed a new wireless electromyograph and combined it with axiograph. This greatly increased the accuracy of treatment in complex clinical situations such as total prosthetic reconstruction with the use of implants. It also improved treatment associated with a reduction of the lower facial height in patients with TMJ dysfunction. In today's time a lot of data received, after the functional diagnostics are in digital format. Therefore, the virtual planning of treatment develops by combining and analyzing the individual parameters. Now it allows you to show the patient how his smile will look like before starting the treatment and to make functional treatment plan.

Biography

Evgeny Roshchin has completed his graduation from the Moscow State University of Medicine and Dentistry in 2004 and awarded with PhD in 2011. He is the author of 13 patents. His main area of research is devoted to functional diagnostics in dentistry and analysis of the parameters involved in the articulation of the lower jaw.

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Angus Pryor

Dental Marketing Expert, Australia

5 tips from a marketing expert on how to boost your business for free

In an increasingly competitive environment for dentists internationally, practice owners need to squeeze every penny out of their marketing dollar. In this interactive and engaging presentation, practice growth specialist Angus Pryor uncovers 5 simple tips on how to boost the results from your marketing efforts as well as being easy to implement. These tips have the added bonus of being at no (or low) cost to the practice.

Biography

Angus Pryor is a Marketer, Author, and Speaker. After more than a decade in sales and marketing working alongside dentists, doctors, and vets, he founded Dental Profit System in 2014. He holds a Master's degree in Marketing from the University of Southern Queensland, and several management diplomas. He has undertaken extensive personal study into digital and direct marketing over the past five years, which lead him to being certified as a Google Partner. He is an author, having recently co-authored *The Better Business Book*, providing business owners with 100 lessons to live by. He writes for 'Australasian Dental Practice', 'Australasian Dentist' and the Australian Dental Association's 'News Bulletin' magazine and has a growing network of clients around Australia. He hosts 'Marketing Monday', a video series that provides dentists with quick, actionable tips to boost their dental marketing.

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Notes:

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Justin Morgan

The Dental Marketing Guy, USA

Dental SEO, Demystified

Justin Morgan, the author of this paper is ranked as #1 Dental SEO Expert in Google. He will teach the attendees about the variety of styles of SEO, and warn on the hidden dangers of hiring the wrong SEO Company. And will show the step by step process he uses to rank dentists for some of the most competitive keywords in the country. If anyone looking for actionable and clear SEO tips that can be implemented the very next day, Justin's lecture is the one to watch.

Biography

Justin Morgan has a lifelong affinity with combat sports, such as wrestling and mixed martial arts. In San Luis Obispo (CA), he learned how he can apply the same technical and gritty traits he developed in martial arts towards ranking his clients on Google. He has taken many principles that he learned in sports and applied them to helping dentists to successfully execute SEO in a way that exposes the variables and ultimately bring new patients.

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