Image Conscious, Cost Effective Strategies For The Growing Practice
Dental professionals require a wide array of communication skill sets to connect with current and prospective patients.

Your practice is unique, experiencing its own challenges, opportunities and goals. Daniel A. Bobrow, MBA (Finance), MBA (Marketing), President of AIM Dental Marketing (ADM) and Certified Dental Practice Consultant, shares tangible ways to help you address challenges, leverage opportunities, and reach your goal.

**Set the stage for your success!**

- Ensure your team is prepared to effectively and consistently convert first-time telephone calls into solid patient appointments
- Gain practice building tools that encourage a steady flow of qualified prospective patients and additions to your professional referral network
- Illuminate the protocols for reliable evaluation and monitoring of your marketing strategies
- Learn the principles behind effective print and web-based marketing
- Understand the benefits of cause-related marketing to *do well by doing good*
- Transition the practice focus from “drill and fill” to a true oral systemic health model

**Improve Patient Outcomes Increase Practice Income**

Daniel lectures internationally, offering simple, powerful and actionable solutions, as well as ongoing support, to help ensure mastery of the material presented. Choose from Daniel’s most popular presentations below, or ask about customizing a presentation for your next meeting!

**PRESENTATIONS**

- *Connect With Callers and GET THE APPOINTMENT!*
  - Master the Art of First Impressions
- *Don’t Let Open Chair Time Undermine Your Bottom Line!*
  - Master the Art of Lead Generation
- *Grow Your Oral Systemic Practice*
  - Master the Art of Complete Health Dentistry
- *This Expedition We Call Life*
  - Master the Art of Perseverance
Connect With Callers and GET THE APPOINTMENT!

Master the Art of First Impressions

The average team converts only 30% of new patient phone calls. CLOSE THE PERFORMANCE GAP and soon you’ll be converting 90%!

Your practice can triple the number of new patients it converts without investing a single extra dollar in marketing!

Your potential patient’s first impression starts with their first phone call. Effective call handling technique is critical to the growth of any dental practice.

Drawing upon over 25 years’ dental marketing and patient communication experience, Daniel guides attendees through the process from initial phone call to the happily enrolled new patient. Key points include: establishing rapport, conveying empathy, exuding enthusiasm and confidence, and the art and science of questioning and listening.

Particular emphasis is placed on handling “price shopper,” insurance, and second opinion calls. Learn tips for crafting winning on-hold and outgoing messages, and for maximizing the value and impact of your telephone equipment, all of which are key to setting the stage for your team’s success with converting callers into scheduled and kept appointments.

Utilizing case studies and an interactive approach*, attendees learn the essential ingredients to a successful appointment conversion strategy.

Additional concepts presented include: the website as appointment conversion tool, and call monitoring technology that empowers teams to self-coach.

Value Add: Calls can be made to attendee practices, “genericized” and then evaluated during Daniel’s presentations. Ask about including this option for super charging the learning!

Suggested Format: Full or Partial Day; Keynote; Workshop

Suggested Attendees: All Dental Audiences

Daniel A. Bobrow, MBA (Finance), MBA (Marketing)
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www.DannyBobrow.com
Don’t Let Open Chair Time Undermine Your Bottom Line!

Master the Art of Lead Generation

Frustrated by a lack of consistent practice growth?
Learn simple, but powerful, ways to increase and maintain consistent practice growth while avoiding pitfalls that negatively affect dental marketing success. Key Concepts include: creating a website that takes AIM (Attracts, Impresses and Motivates), harnessing the power of technology without breaking the bank, and monitoring results to never “fly blind” again. Set your stage for practice success with these cost-effective practice building tools.

Take the Learning Deeper! Customize Your Presentation with These Related Offerings:

Take A.I.M. With Your Website!
Success with website marketing requires that your website take AIM, that is “Attract, Impress and Motivate.”
• Learn tips for optimizing your website.
• Gain “ease of use” site design tips.
• Understand what motivates people to connect with your practice online.

Capturing Patient Testimonial Videos
Practices that perform this nine step process for securing these ‘good as gold’ testimonials consistently attract more patients than their competition.
• Master the skills for scheduling the testimonial, managing the shoot, and optimizing videos for maximum SEO effect!

100 Patient Reviews In 100 Days
Websites that generate a steady stream of high quality online reviews consistently outperform the competition in achieving top ranking on search engine results pages.
• Learn simple and highly effective techniques and technology which guarantee Rave Reviews.

Cause-Related Image Enhancement/Promotion
Discover this underutilized and highly powerful tool to grow your practice by creating and maintaining positive practice exposure in your community.
• Harness the power and potential of effective cause marketing strategy.
• Acquire the tools and resources to conceive, implement, and sustain a cause-related marketing system.

Social Media: Don’t Just Do It, Do It Right!
Social networking is a proven tactic for growing your practice while managing your online reputation. It’s all in how you do it.
• Learn time efficient and cost effective strategies to increase engagement among current patients and for converting prospects into loyal patients.

Pushing The Envelope: Dental Direct Mail
Direct Mail continues to be one of the most cost-effective ways to grow a dental practice. The secret is in knowing how to remain ahead of the curve.
• Discover the seven steps that characterize all successful direct mail strategies.

BONUS: Ask about Geo-Demographic and Internet Marketing Performance Analyses for attendees.

Suggested Format: Full or Partial Day; Keynote; Workshop
Suggested Attendees: All Dental Audiences

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Grow Your Oral Systemic Practice

Master the Art of Complete Health Dentistry

Is your practice missing out on opportunities to improve patient outcomes while increasing practice income?

There is an ever growing body of evidence supporting the links between oral and overall health. Periodontal disease is linked to cardiovascular disease, diabetes, hypertension, Alzheimer’s, and many other inflammatory diseases. Prevention has never been more important — not only in the management of one’s personal health, but also for the economic health of this country.

Dentists are in a unique position to aid in the prevention, early diagnosis, and treatment of oral conditions that have implications for overall health.

Join Daniel as he presents the opportunities, as well as pitfalls, in making the shift from traditional to oral systemic practice. As Founding Board Member, Treasurer, and Executive Committee Chair of the American Academy For Oral Systemic Health (AAOSH), Creator and Moderator of the LinkedIn Group on Oral Systemic Health (AAOSH), and Founder and Host of the Practice Perfection™ online education series, Daniel is eminently qualified to share the distinctions a practice must possess to effectively brand itself as an oral systemic practice.

Incorporating evidence-based case studies and interactive learning techniques, Daniel shares the practices, protocols, and services leading to Clinical, Collaborative, and Communications proficiency (“The Three Cs”).

**LEARNING OBJECTIVES**

- Illuminate the opportunities and challenges in transitioning the practice focus from “drill and fill” to a true oral systemic health model
- Review leading science and treatment protocols to help patients find health before they present with end-stage symptoms.
- Acquire the skill set necessary to effective “speak the physician’s language,” that is, communicate and collaborate with MDs and the medical team.
- Hone your oral systemic vernacular with messages that encourage both current and prospective patients to choose optimal health for themselves and their loved ones.
- Implement strategies distinguishing your practice as one that offers a truly enhanced level of care and treatment.
- Master the protocols to improve patient health and satisfaction while increasing practice profitability.

**Suggested Format:** Full or Partial Day; Keynote; Workshop

**Suggested Attendees:** All Dental Audiences and Medical Audiences
Where are you on this expedition called Life?
Are you equipped with the right gear for your expedition?
Are you prepared for the inevitable twists, turns, and setbacks en route to your summit?

Each of us is on our own expedition working toward a summit, be it career, relationship, or finance related. Drawing upon his climbing and adventure racing experience, Daniel presents an “expedition checklist” for success in reaching whatever summit you seek. The climbing metaphor is used to set the stage for a successful summit attempt by sharing such distinctions as: beginning with the end in mind, preparing for your first step, planning your path, and looking forward to failure.

Daniel’s presentations include breathtaking images of the peaks he has climbed worldwide, many as Executive Director of Dentists’ Climb for a Cause. The images are intended to not only entertain and inspire but, more important, to impart specific skills and systems that attendees may immediately put to use in their practice and life.

LEARNING OBJECTIVES

- Acquire the necessary skill set to prepare for your expedition
- Identify goals clearly and define objectives to keep you on your path
- Gain tips for following the path of least resistance resulting in greater efficiency and effectiveness
- Understand your personality style and its relevance in selecting team members who support your success
- Recognize that failure and sacrifice offer valuable opportunities for growth

Daniel A. “Danny” Bobrow
- Certified Personal Trainer and Health Coach
- Summited tallest peak in North America — after two attempts over three years
- Summited tallest peak in the Western Hemisphere — after four attempts over twelve years
- Second oldest person to complete the Frozen Otter 64 mile Ultratrek — becoming one of the Frozen Few — after five attempts over six years
- En Route to reaching all of the “Seven Summits”

Suggested Format: Keynote or Dinner Meeting
Suggested Attendees: All Dental Audiences

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Frustrated over a lack of consistent practice growth?
Are you losing opportunities to deliver important, valued treatment to more people?

Practice success has been likened to a three legged milk stool with the three legs being clinical proficiency, business acumen, and communication skills. If one leg is shorter or weaker than the others, the stool collapses. Being human, we tend to be most comfortable when “going with what we know.” In the case of the dental practice, a frequently seen manifestation of this is “clinical top heaviness” whereby practitioner and team, while clinically proficient, are “light” on the communication skills necessary to connect with current and prospective patients, the media, referral sources, and other important “practice publics.”

Daniel A. Bobrow, MBA (Finance), MBA (Marketing), President of AIM Dental Marketing (ADM) and Certified Dental Practice Consultant, shares tangible ways to return the team’s skill set to balance. Daniel lectures internationally, offering simple, powerful and actionable solutions, as well as ongoing support, to help ensure mastery of the material presented.

Daniel is executive director of Climb for a Cause and The Smile Tree, which organizes and promotes outdoor events to fund and maintain oral health education and treatment projects.

Daniel and ADM have, since 1989, helped thousands of dental practices “take aim” by implementing cost-effective and image-conscious marketing and patient communications strategies.
Memberships in Professional Organizations
Academy of Dental Management Consultants; Chaired Website Committee
American Academy of Dental Practice Administration; Frequent Presenter
American Academy for Oral Systemic Health; Founding Board Member, Executive Committee Chair
International Mountain Bike Association
National Ski Patrol
Speaking Consulting Network; Charter Member
University of Chicago Graduate School of Business (Booth School); CEO Roundtable

Certifications/Designations
Certified Arbitrator
Certified Mediator
Certified Personal Trainer, Health and Nutrition Coach
Certified Professional Selling Skills II Sales Trainer and Coach
International Mountain Bike Association Patroller
National Ski Patrol Alpine Patroller
Outdoor Emergency Care Technician
Rock Climbing Instructor
Toastmaster’s Intl’l; Advanced Communicator; Advanced Leader

Outreach
Climb for a Cause; Executive Director
Oral Cancer Cause; ‘Champion’
The Smile Tree; Executive Director

Books
Dentistry Marketing: Strategies, Tips & Secrets; Author
Powerful Practice II; Contributing Author
The Art of First Impressions; Author

Publications
AGD Impact
CDS Review

Partial List of Presentations
Advanced Practice Management
American Academy for Oral Systemic Health (multiple)
American Academy of Dental Practice Administration (multiple)
California Dental Association
Chicago Dental Society Midwinter Meeting
Chicago Mountaineering Club
Dental Advantage
DuMolin & DuMolin
Florida National Dental Convention
Heritage Dental Lab
Hycomb Marketing
Hyde Park Study Club
Marquette Dental School Convention
National Dental Network
ProCon
Southwestern Society of Pediatric Dentistry
The Adventurers Club
The DBS Companies
The North Face
Thomas and Fees
Uptown Dental Forum
Windy City Seminars

Webinars
American Academy of Dental Office Managers
Academy of Dental Managements Consultants
Academy of General Dentistry
Lighthouse 360
One Mind Health
Oravital
Quality Dental Plan
Trojan Professional Services

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Testimonials

“Danny takes his work and his commitment to his clients very seriously. Anyone in attendance at one of his programs knows his information will be both factual and useful. His heart is always in the right place and we ALL benefit from that viewpoint on Marketing Today.”

Janice Hurley, The Image Expert

“I had the privilege to host Daniel at our Florida National Dental Convention in Orlando. Danny has a real feel for marketing a dental practice. Coming from a dental family, he has grown up with an insight to what is involved in the running of a practice. Danny takes a very analytical approach, and is easy to follow and entertaining to listen to. A day spent with Danny will certainly be time well spent.”

Howard L. Pranikoff, DDS, MScD, Past President, Central FL District Dental Assoc.

“I first heard Danny speak at the American Academy of Dental Practice Administration’s Annual Meeting. His presentation struck a chord with me and I asked him to present at the annual meeting sponsored by the Southwestern Society of Pediatric Dentistry. Thank you Danny for your valuable and uplifting message!”

Mark Kogut, DDS, MSD, Southwestern Society of Pediatric Dentistry, Past President

“I had the honor to host Daniel for the Missouri Dental Association’s Summer Funfest. His TAKE AIM lecture was so compelling I signed up as a client. In my 33 years as a General Dentist I had never done any marketing. Thanks to Daniel, we now have a new logo, new look, high-quality targeted marketing plan, and a first class web site.”

Charles McGinty, DDS, Past President, Missouri Dental Association

“Danny Bobrow is the complete package of knowledge when it comes to marketing healthcare practices! He’s also a pro at delivering his message. Dentists often market their practices yet fail to spend the money or time training their teams to handle those marketing results when patients call or walk through the front door. Danny is a marketing genius and he is also a fantastic speaker/trainer. It’s very rare to find this combo. Bring Danny to your next meeting. Your team, your patients and your bottom line will be happy you did.”

Linda Miles, CSP, Founder, Speaking Consulting Network

“Danny Bobrow has the ability to synthesize processes, which enables him to deliver a unique perspective. He is an ‘outside the box’ thinker and a clear communicator of ideas.”

Ric Walker, The Second City Training Center

“Speaking on a panel of experts in dental missions and outreach opportunities, Danny excited the crowd with the possibilities of a high alpine ascent in the name of dental charity. Danny was able to carefully articulate the point to the crowd of dental professionals that one can do well, in your practice, while doing good, for others. I came out feeling excited to climb for a cause myself.”

Ian Paisley, DDS, Rocky Mountain Dental Convention Chairman

“Daniel clearly conveyed the distinctions necessary for the medical team to become Master Telephone Communicators without intimidating or overwhelming attendees who were hearing these pearls of wisdom for the first time. I have since shared these pearls with my team and have seen a marked improvement in their ability to connect with prospective patients in my practice.”

Alexander Slepak, MD, Scottsdale Center for Dental Medicine

“Danny was one of our first Content Providers on DentalEdu.TV website. His course was packed with marketing pearls that have provided my members valuable tools to weather today’s slower economy.”

Bradley J Engle, DMD MHS, Founder of DentalEdu.TV

“I had the most original and dynamic speakers in dentistry today. His message is fresh and full of take-away nuggets that can help any dental practice grow and thrive in today’s competitive market.”

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Make an impact with your attendees when you book Daniel for your next meeting!