

Differentiate Yourself: Clinical & Marketing Tips to Generate New Patients!

Today's dental market is as saturated as it has ever been.

The vast majority of dentists have at least one competing office within 1 mile. How can we stand out from the crowd? More than ever, we need to find ways to differentiate our practices.

From increasing your online presence to responding to bad reviews, learn what you need to know and what you need to do to attract the patients you want to your practice. From a clinical perspective, explore growing trends and the best new products and innovations on the market. Discuss the techniques, tips, tricks, materials, and equipment which can separate your practice from the other dentist down the street.



Learning Objectives:

- Explore how patients evaluate and choose their dentist
- Discover where patients look for information when choosing a new dentist and how your practice can stand out in those places
- Review several clinical differentiating factors that can help a patient choose your practice
- Explore how digital technology has changed everything from attracting patients to executing dental treatment
- Identify and discuss the practice systems that ensure new patients flow to your practice

SUGGESTED FORMAT: Full or Partial Day; Lecture, Workshop, Keynote

SUGGESTED AUDIENCE: All Dental Professionals



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