



Modern
TECHNOLOGY
 To Run an Efficient Business

TODD C. SNYDER, DDS, FAACD, FIADFE, ASDA, ABAD

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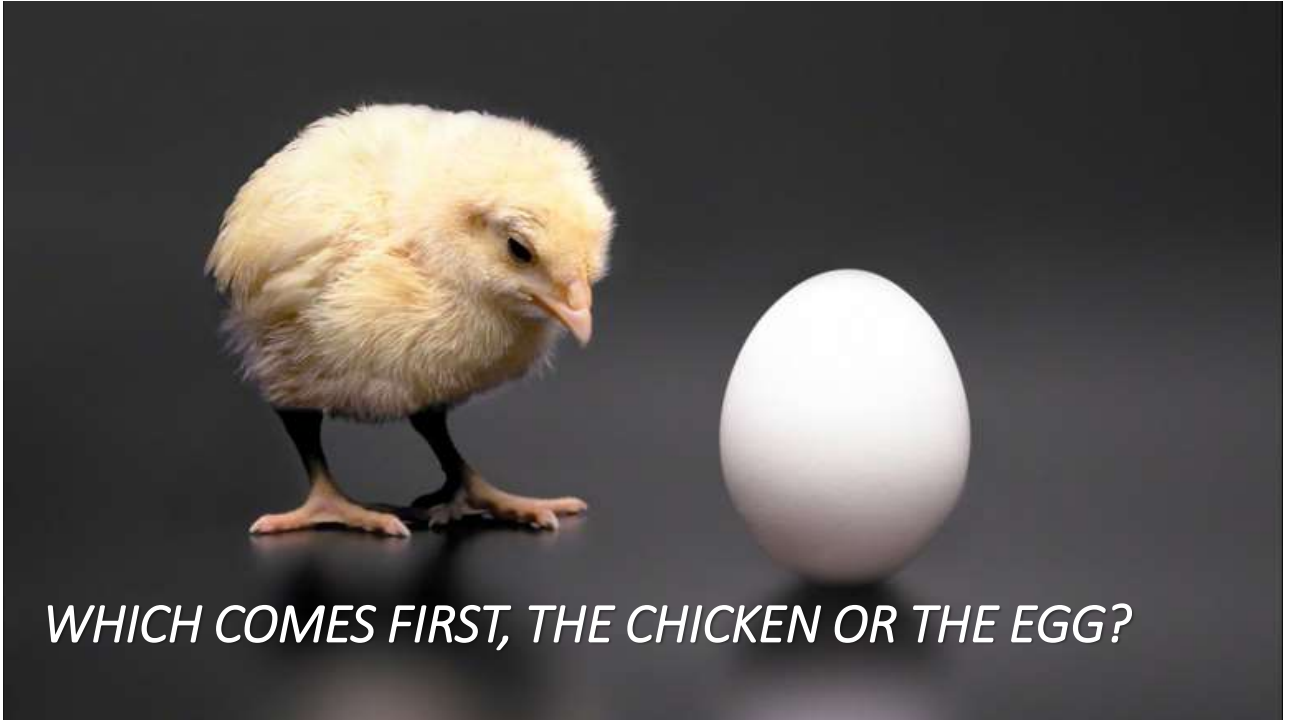
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Aesthetic Dental Designs®
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CATAPULT
EDUCATION

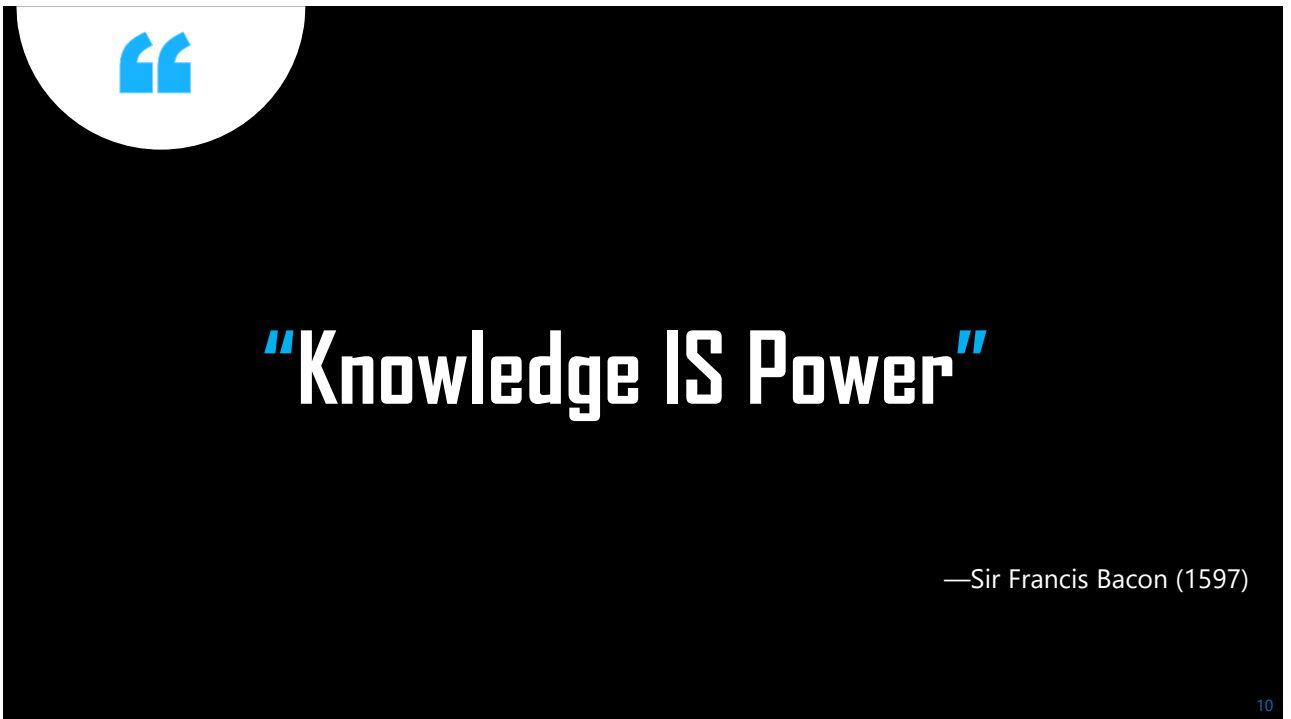
Accredited Fellow, American Academy of Cosmetic Dentistry
 Fellow, International Academy for Dental Facial Esthetics
 Member of The American Society For Dental Aesthetics
 Diplomat of the American Board of Aesthetic Dentistry
 Former Faculty, UCLA Center For Esthetic Dentistry
 Speaker, Catapult Education
 LEGIONpride.com, Online Training Challenge for Dentists
 Entrepreneur, 2 Software Companies, Author/Lecturer, Race Car Driver

LEGION

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10

Knowledge
+ Action

= Power



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INSANITY

“Doing the SAME Thing over and over again expecting a Different RESULT.”

—Albert Einstein

14



Ditch Digger....Down In The Mouth

- Many dentists get focused on there own skills, techniques and utilization of modern dental service technology.
- Many dentists do not possess any staff training protocols.
- Many dentists do not have any formal business training or a business or marketing plan.

27



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FRUSTRATIONS & CHALLENGES

DEFINE YOURS

Three common frustrations in dentistry

- Financials/Income/Debt
- Insurance companies
- Staff

29

Where have you placed too much time & emphasis?

Where have you not focused??

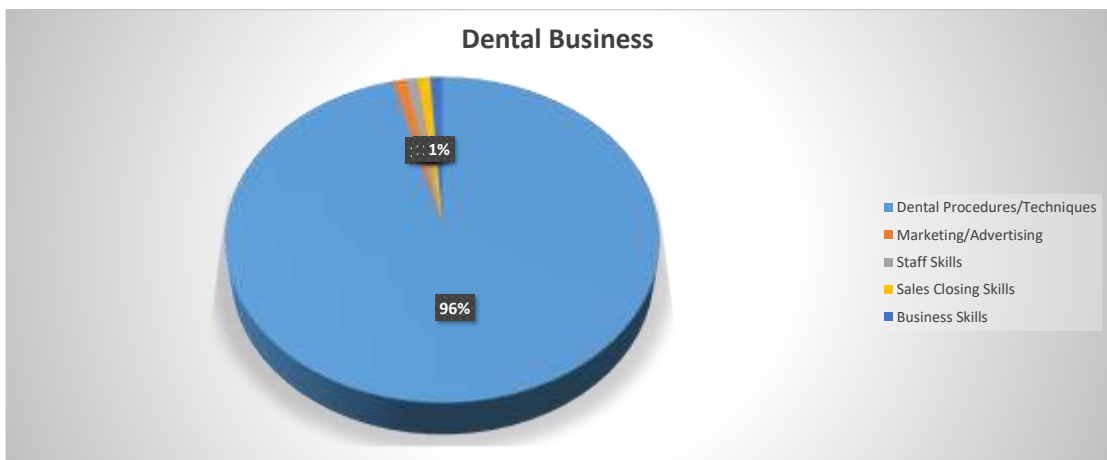


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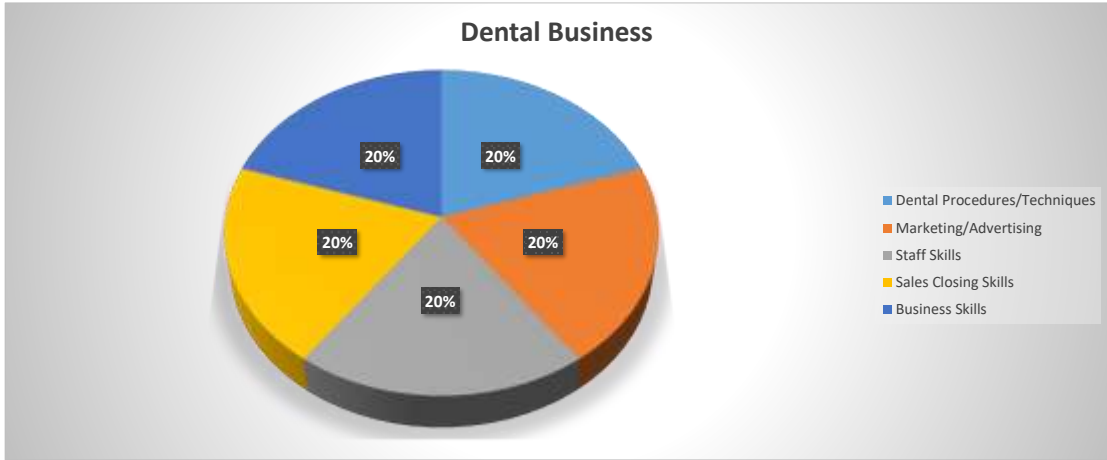
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Private Dental Offices/Clinics Typical Focus



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A Balanced Business Plan



33



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Define your vision & goals

Vision-is your why or what you want to achieve

Everyone's is different what is yours?

Research shows that people who write down their vision and goals are more likely to accomplish them.

Goal-is a specific target to achieve something

Write down your vision and goals for work, home, and retirement

How do you define your success and is there a vision and goals to get there?

- Money?
- Free family time?
- Net worth?

36

Follow these guidelines to setting **SMART** goals and you will be surprised at what you can do:

- **S**pecific. Your goal should be clear and easy to understand...
- **M**easurable. A goal to "lose weight" is not enough. ...
- **A**ttainable. Before you can add a number, you have to know how high or low you want to go. ...
- **R**elevant. ...
- **T**ime-bound.

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INTRODUCTION

My Mission

*To make you think differently in all that you do.
Implement Change and Technology.*

How good is your diagnosis?

Are you still diagnosing with this??



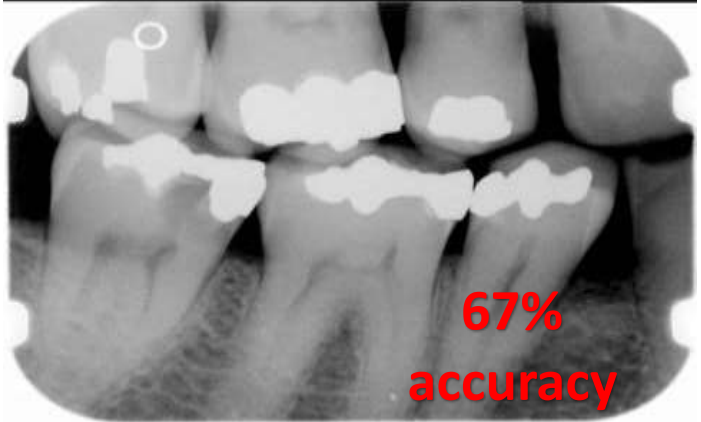
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50% accurate

Adrian Lussi - 1994 paper in Caries Research demonstrated that an explorer only detected caries in 14% of teeth that actually had decay histologically (Low sensitivity)

39

How do you **diagnose** decay??



Approximately 25% demineralization must occur to see a cavity on a conventional radiograph. Equates to 40-60% demineralization on the tooth surface. Digital radiographs provide the ability to manipulate image size and appearance. Radiographs miss 70-80% of occlusal cavities.

40

How do you **diagnose** decay??



Thru intraoral photographic interpretation?

41



Existing Tooth Decay Diagnostics

Gold standard detection methods (visual & x-ray) fundamentally unchanged for decades.

<50%
Tooth Decay Detected

44



RADIOGRAPH SIMPLICITY

45

KAVO NOMAD PRO 2

- PORTABLE
- LIGHT WEIGHT
- INEXPENSIVE
- RUGGED
- ROI



46

TRADITIONAL FILM PACKET

- THIN
- PLIABLE
- MANY SIZES
- EASY TO POSITION
- INEXPENSIVE
- PROCESSING TIME CONSUMPTION




Adult PA, BW #2 Child occlusal	Extra-long BW #3
Adult ant. PA #1	Occlusal in adults #4
Child PA, BW #0	

Tooth Decay D
detection methods (v
unchanged for decade

47



DIGITAL SENSORS

48



50

FLUORESCENT TECHNOLOGIES

What fluoresces in fluorescent-based technologies?

- Bacterial porphyrins (bacterial breakdown product),
- Stain,
- Tartar,
- Food debris

All fluoresce under the wavelengths used in most caries detection devices, whether or not caries is present.

- ▶ Lussi A, Imwinkelried S, Pitts N, Longbottom C, Reich E. Performance and reproducibility of a laser fluorescence system for detection of occlusal caries in vitro. *Caries Res* 1999;33(4):261–266.
- ▶ Lussi A, Hibst R, Paulus R. DIAGNOdent: an optical method for caries detection. *J Dent Res* 2004;83C, C80–83.
- ▶ Verdonschof EH, van der Veen M H. Lasers in dentistry 2. Diagnosis of dental caries with lasers. *Ned Tijdschr Tandheelkd* 2002;109(4): 122–126.
- ▶ König K, Flemming G, Hibst R. Laser-induced autofluorescence spectroscopy of dental caries. *Cell Mol Biol (Noisy-le-grand)* 1998;44(8): 1293–1300.
- ▶ Alwas-Danowska HM, Plasschaert AJ, Suliborski S, Verdonschof EH. Reliability and validity issues of laser fluorescence measurements in occlusal caries diagnosis. *J Dent* 2002;30(4):129–34.
- ▶ Rechmann P, Rechmann BM, Featherstone JD. Caries detection using light-based diagnostic tools. *Compend Contin Educ Dent*. 2012;33(8):582-4, 586, 588-93; quiz 594, 596.



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PATHOLOGY DRIVEN DIAGNOSTICS



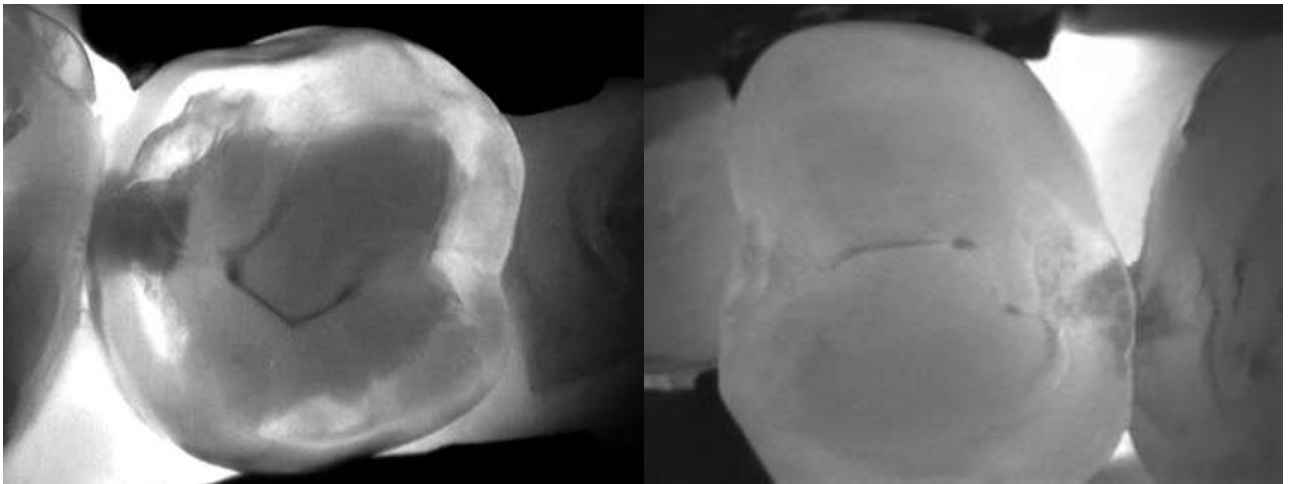
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CariVu Fiber Optic Transillumination

TIP



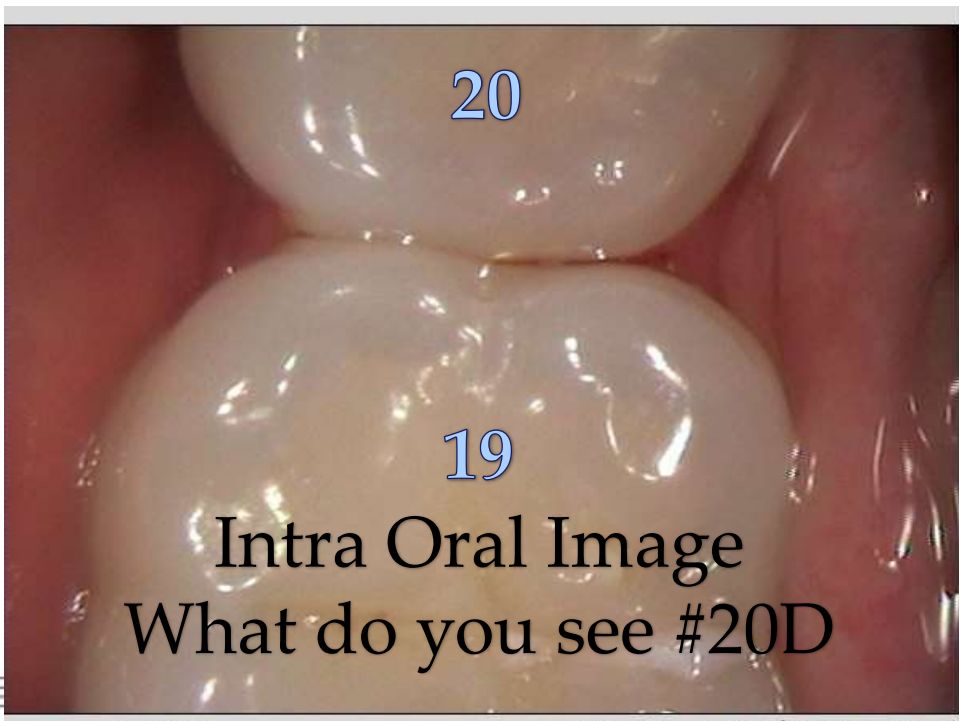
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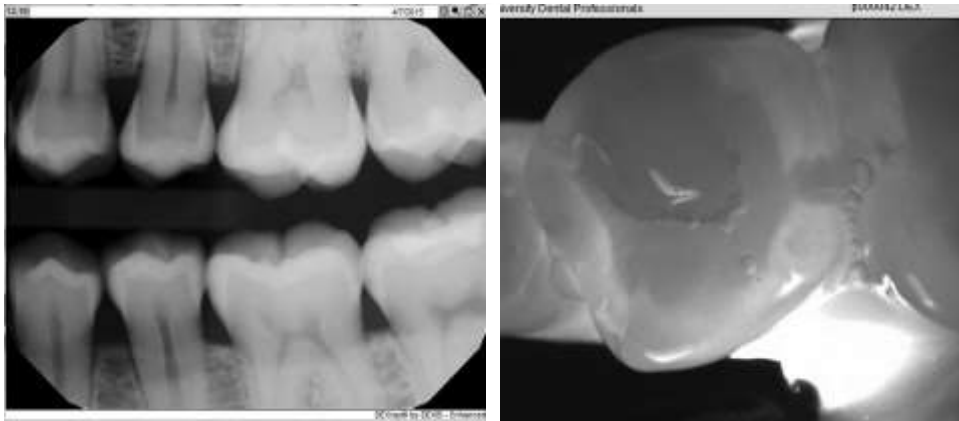
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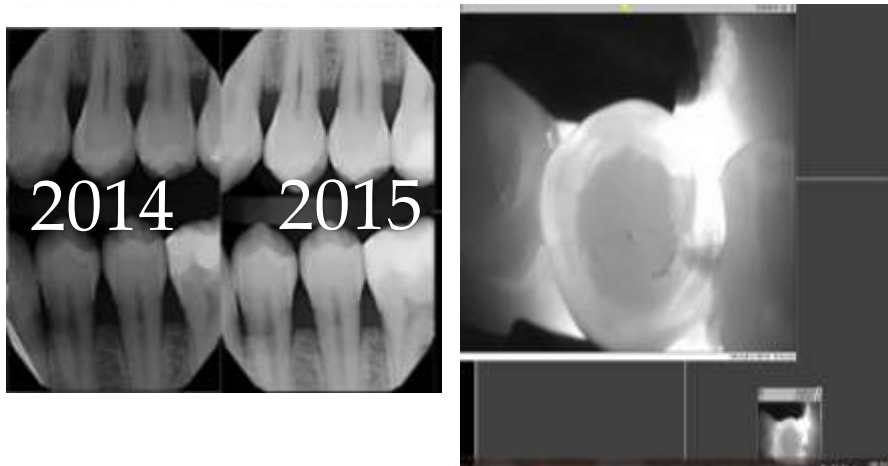


Bitewings versus

CariVu

No question D1 caries on CariVu

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From 2014...faint sign on 20 distal, nothing really in
2015...but now we have CariVu

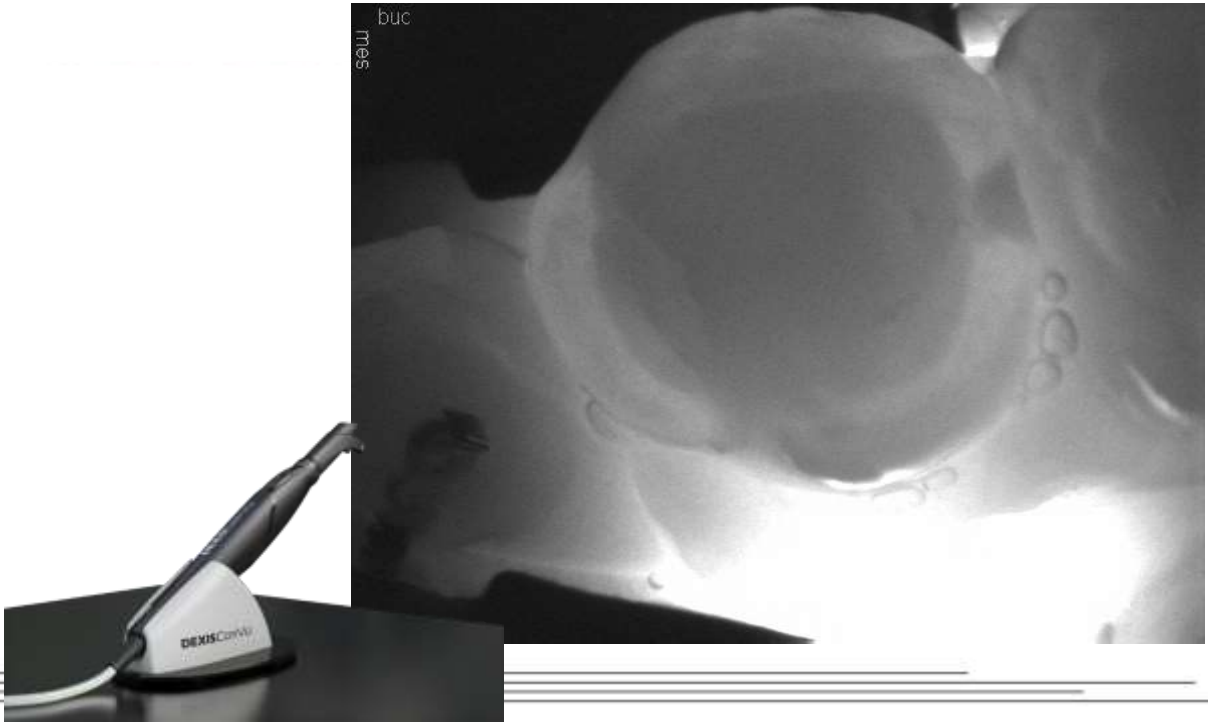
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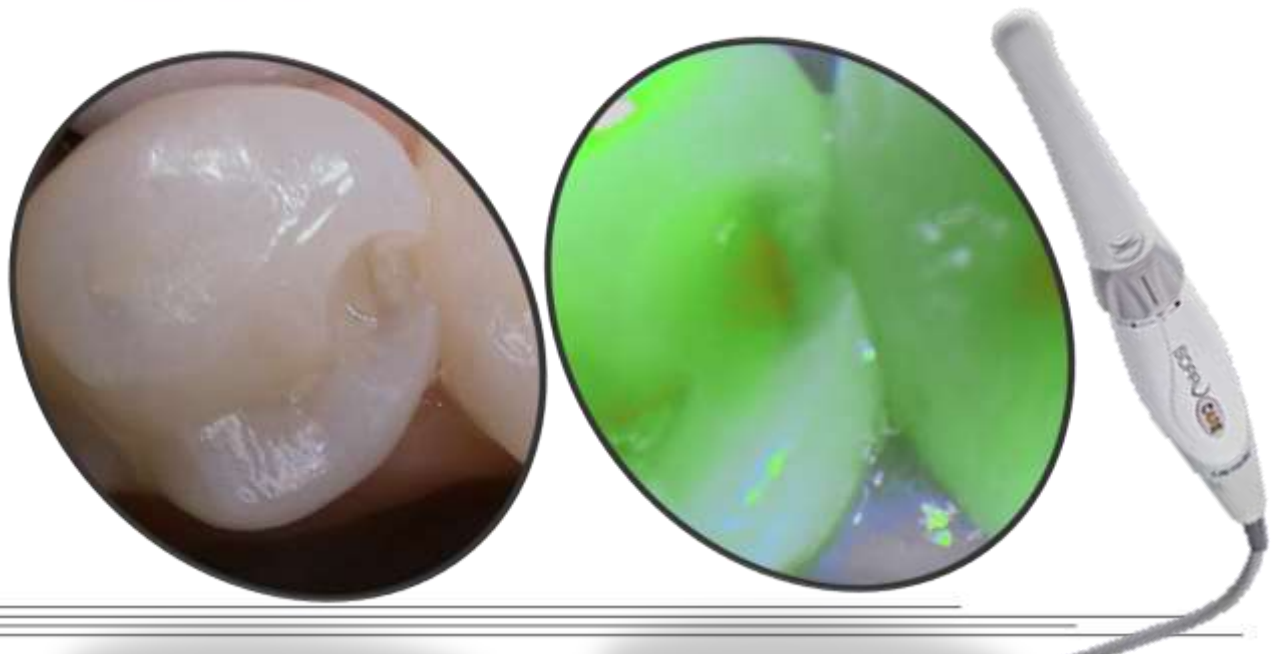
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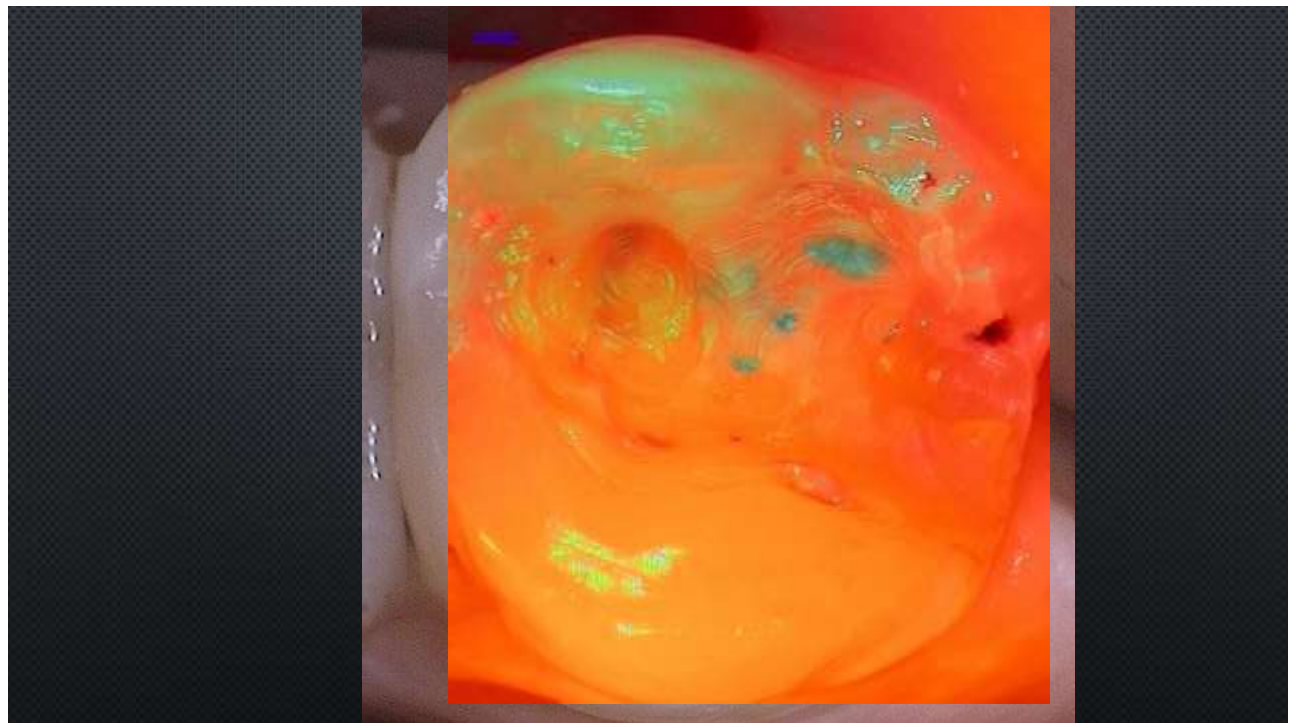
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ATYPICAL IMAGERY

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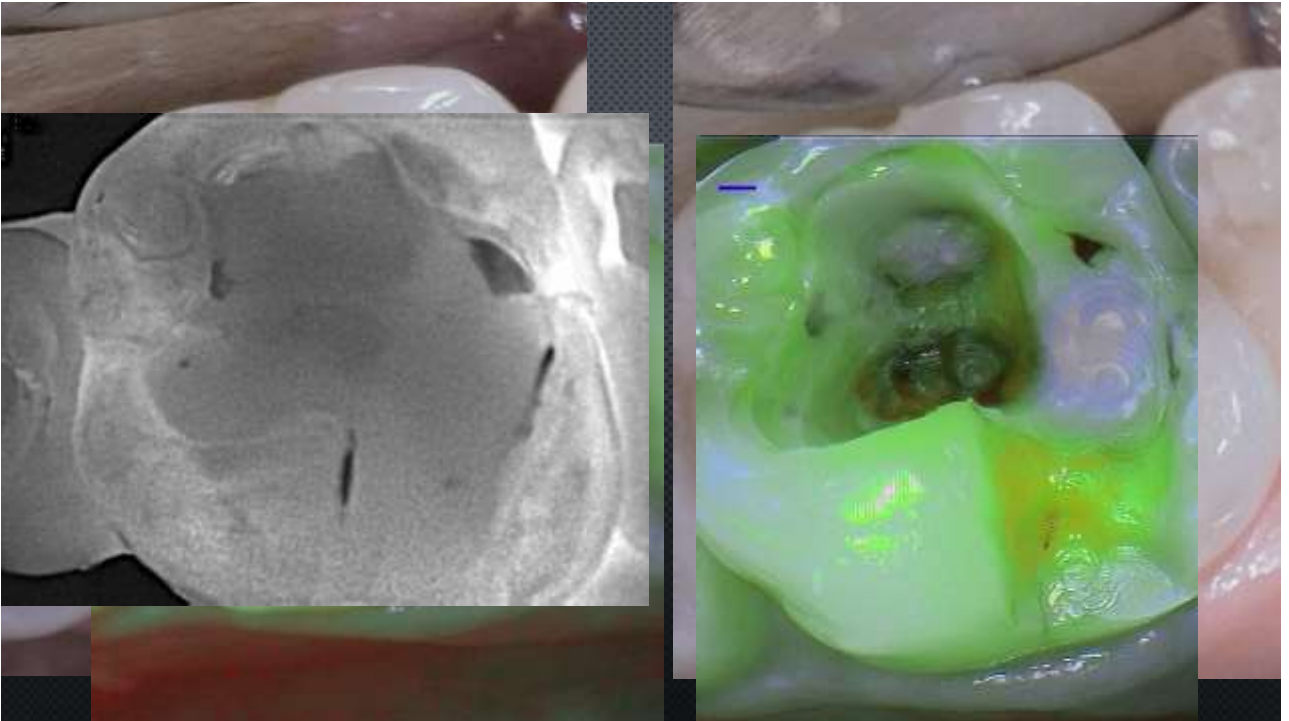


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WHAT WOULD YOU DO?

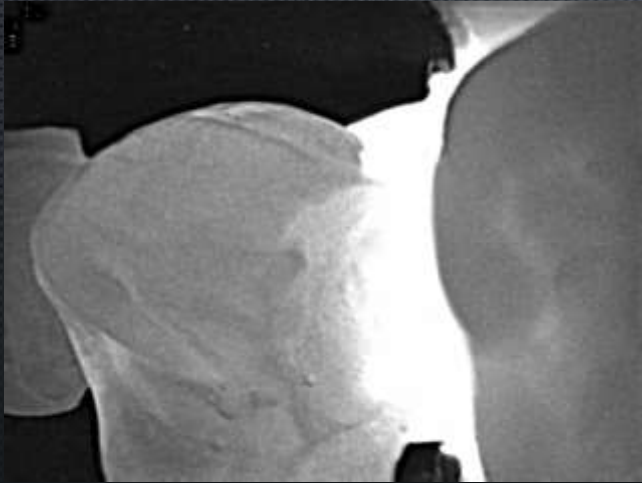


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FIND THE LESION?



71

DO YOU SEE THE PROBLEM?



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HOW MANY OF THESE DO WE MISS AS DENTISTS?



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MORE CONSERVATIVE RESTORATIONS



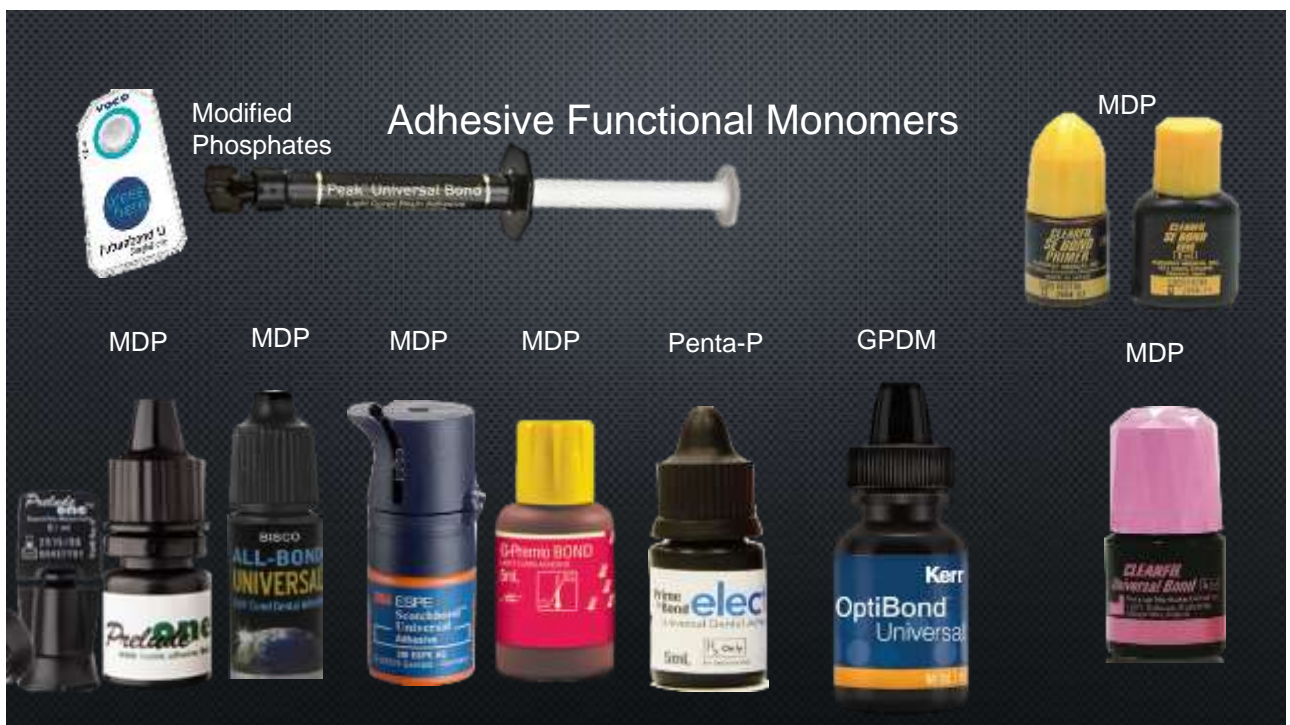
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MINIMALLY INVASIVE DENTAL CARE

- FIND CAVITIES & DEMINERALIZATION EARLIER
- SMALLER, EASIER TO PLACE FILLINGS
- SAVES PATIENTS TOOTH STRUCTURE
- SAME CDT FEES JUST DONE FASTER

**EASILY
DIAGNOSING 5X
MORE DECAY**

75



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HARMONIZE COMPOSITE (KERR)

- NANOHYBRID UNIVERSAL COMPOSITE
- EXCELLENT BLENDING EFFECT
 - FOR BOTH ANTERIOR & POSTERIOR RESTORATIONS
 - REFRACTIVE INDEX CLOSE TO NATURAL TOOTH
- FASTER POLISH & HIGHER GLOSS RETENTION
- SOFT HIGHLY MOLDABLE WITHOUT STICKINESS
- HIGHER STRENGTH & DURABILITY

REQUEST A SAMPLE AT WWW.KERRDENTAL.COM

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HARMONIZE™ RECEIVED 5 OUT OF 5 PLUS'S AND A 96% CLINICAL RATING FROM THE DENTAL ADVISOR. IN ADDITION TO THIS RATING, THE PRODUCT RECEIVED THE EDITOR'S CHOICE AWARD RECOGNITION

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83



84



85




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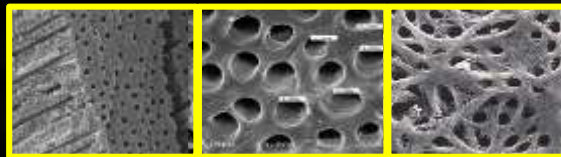
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What substrate are we treating?

 :Composite Preparation



Class I or II



3x Tubule Density Equals Higher Fluid & Increased Difficulty for Bonding
30% Decrease in Bond Strengths with most bonding systems.

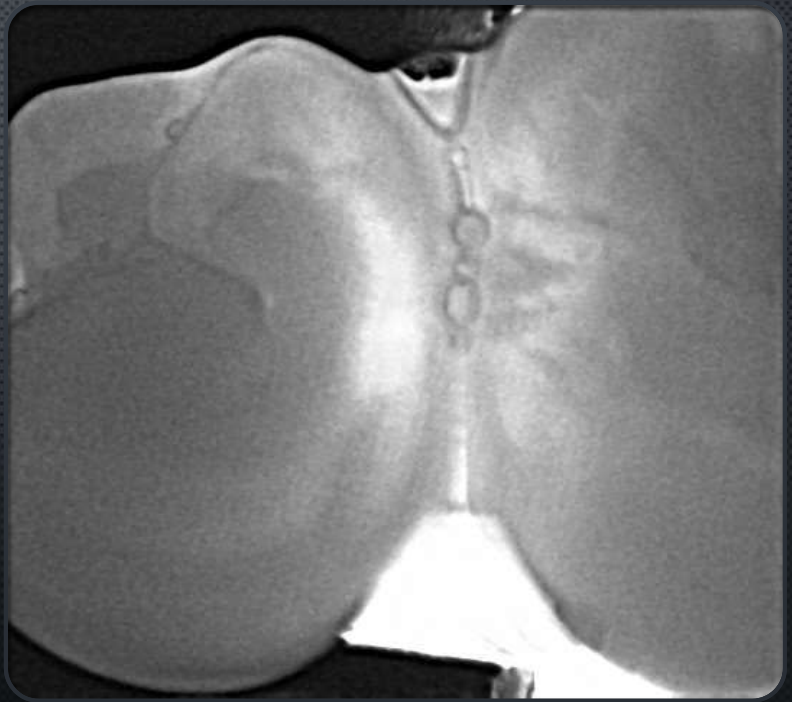
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RESTORING SMALL DEFECTS



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**LOOK FOR GROOVES
AND PITS TO
DETERMINE POSITION
OF DEFECT**



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RESTORING SMALL DEFECTS

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TRIODENT WEDGE GUARD



RESTORING SMALL DEFECTS

94

TRIDENT V3 RING



95

**FAST
DURABLE
GREAT
LOOKING**



96



**INJECTABLE OR FLOWABLE
COMPOSITES**

97

PREPARE

Are there things we cannot see??

"How do I find pathology?"

What tools are available and do I have them?

"Consider the possibility"

I need to look at things differently or get someone else to help with the case.

"Different approach"

Could I get a better outcome in the case?

Could I help the patient earlier to save tooth structure?

Can I be more successful in business by implementing this product?

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Crystal Structure Diagnostics

The Canary System Detects Cracks & Cavities not Visible on X-rays

- + Around & beneath intact margins of fillings & crowns
- + Under sealants (including opaque sealants)
- + On proximal surfaces
- + On smooth surfaces, pits & grooves
- + Around orthodontic brackets

Measures tooth structure breakdown, allows for early treatment

- + Restore conservatively
- + Remineralize back to health
- + Seal with confidence

Research claims validated by 60+ papers

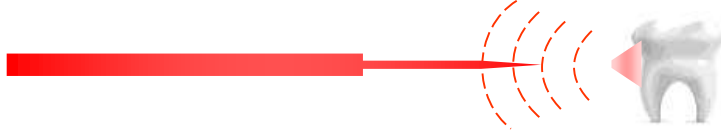
15+ case reports & 2 FDA CFR 21 clinical trials



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The Science Behind The Canary System

- Pulses (2 Hz) of laser light hit the tooth surface.
- Tooth glows (Luminescence, LUM) and releases heat (Photo-Thermal Radiometry, PTR).
- Defective tooth crystal structure affects the retained heat and luminescence signatures.
- **Energy Conversion Technology**



Temperature increase $< 1^{\circ}\text{C}$
not harmful

- Detected signals reflect the tooth's condition.
- Detects 50 micron lesion up to 5 mm below the surface.

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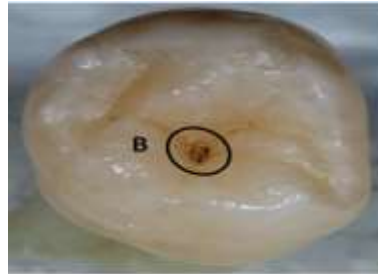


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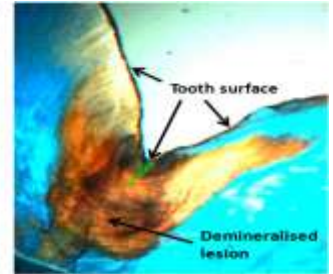
Sensitivity & Specificity Study: University of Texas October 2012

Study Design

- 20 tooth surfaces selected with range of clinical conditions from healthy to early caries
- Visual ranking by 2 dentists
- Canary Scan
- DIAGNODent
- Polarized Light Microscopy used as the gold standard to confirm presence of lesion & depth in that section



Photographic image of scanned area (Spot B)



PLM image of Spot B

Spot	Canary Number	DIAGNODent Peak Value	PLM Lesion Depth (µm)
B	91 ± 14	2 ± 1	808.89

Caries Detection Method	Canary System	DIAGNODent
Sensitivity	100%	18%
Specificity	100%	100%
Spearman Correlation with Lesion Depth	.84	.21

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Canary is Superior to X-Rays for Proximal Caries Detection

Jan J et al. Caries Res 2014;48:384–450 DOI: 10.1159/000360836

Objective:

To compare the accuracy of The Canary System, ICDAS-II and bitewing radiographs in detecting proximal caries *in vitro*.

Methods:

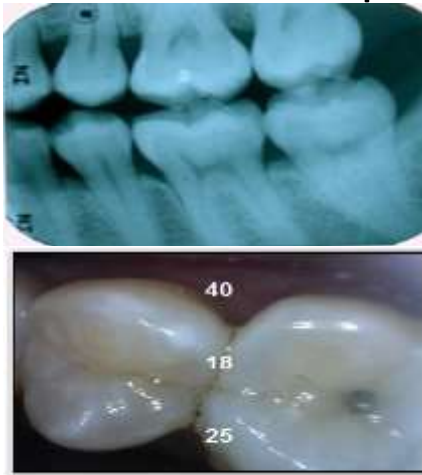
Conclusion:

- BW radiographs could only identify 26.7% of the lesions which questions its ability to be the gold standard
- The Canary System is the only method examined with both high sensitivity and high specificity.
- The Canary System is more sensitive than bitewing radiographs in detecting interproximal caries

Parameter	The Canary System	ICDAS-II	BW Radiograph
Sensitivity	0.93	0.73	0.27
Specificity	0.83	0.65	0.88

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Interproximal Caries Detection



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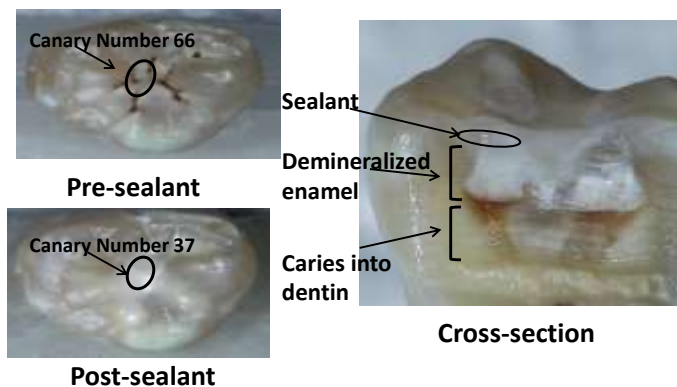


Bitewing radiograph did not detect caries.
Caries located on buccal aspect of the contact area

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Detection of Caries Beneath Sealants

- Canary Numbers >20 when scanning sealants (3M™ ESPE™ Clinpro™ Sealant) placed over pit & fissure caries.
- The caries detection ability of the Canary System was not affected by sealant & was more accurate than DIAGNOdent.

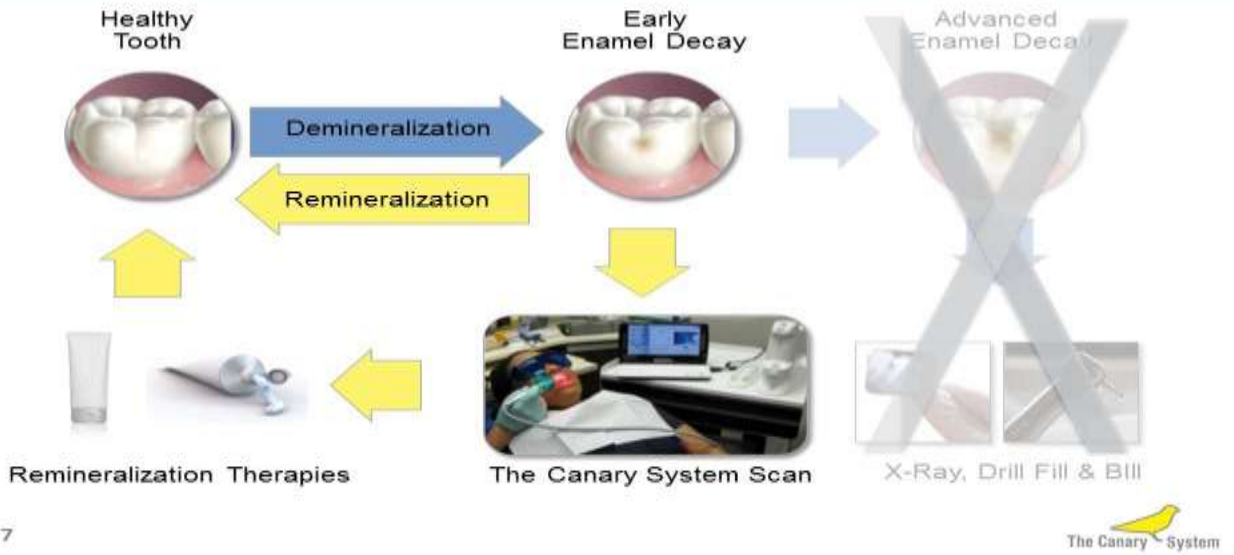


Sensitivities and specificities for pit & fissure caries detection after sealant placement.

Caries Detection Method	The Canary System	DIAGNOdent
Sensitivity	83%	64%
Specificity	79%	46%

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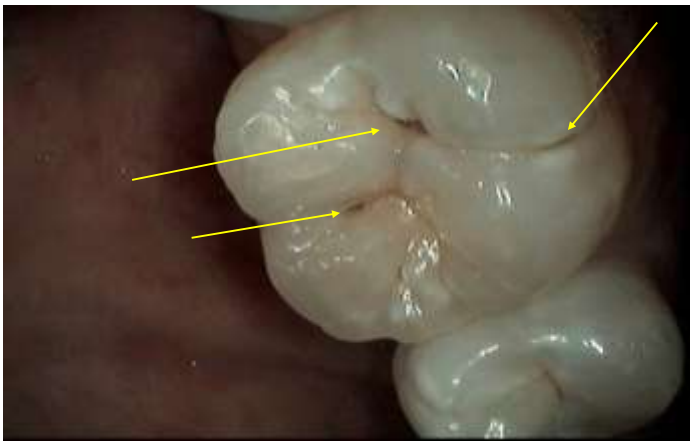
The Life Cycle of Tooth Decay



7

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After all the cleaning and diagnostic technology being used, what if you find something?



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Topical Therapies

- More caries resistant
- Remineralization



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- Prevent disease & maintain dental health
- Identify caries (cavities) risk
- Heal carious lesions (cavities) in their earliest stage
- Demineralized tooth structure can be **REMINERALIZED**

The first Professional product containing RECALDENT™
(CPP-ACP) Technology

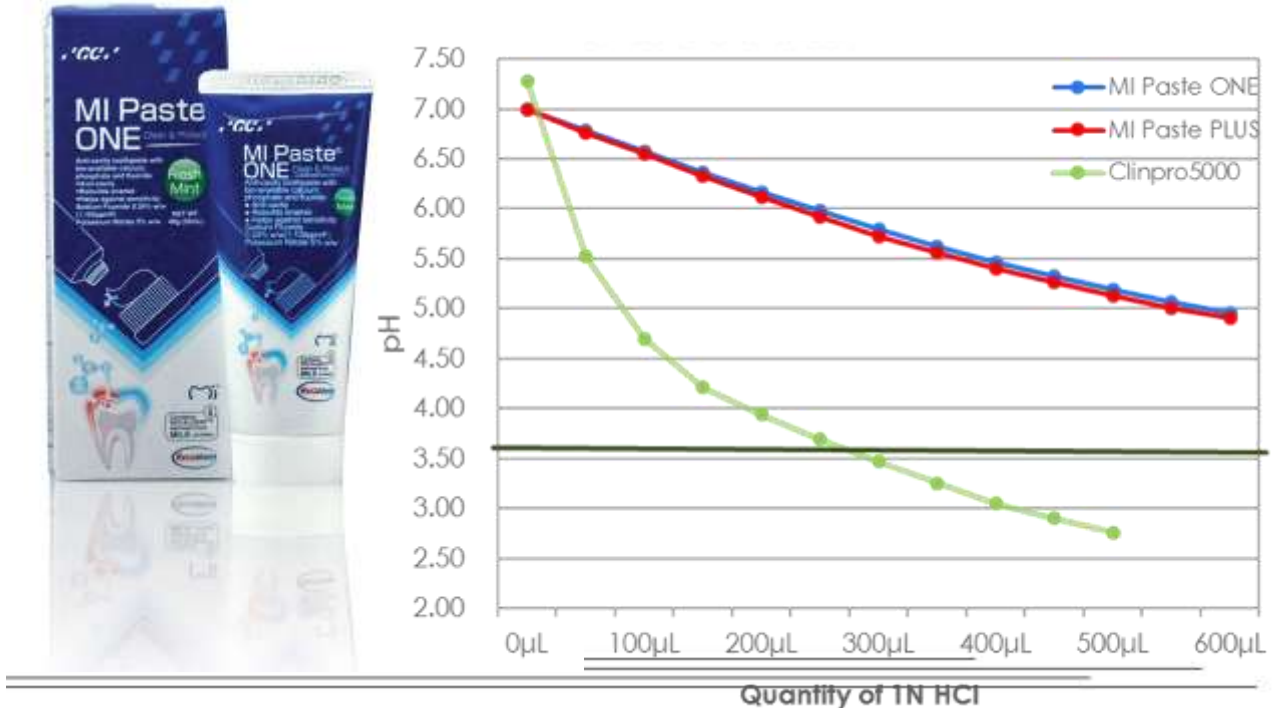
CPP-ACP



GC
CPP-ACP
900 ppm
Sodium Fluoride



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Minimally Invasive Treatment

- Apply MIPaste Plus for 3 minutes
- Patient applies at home 2x/day



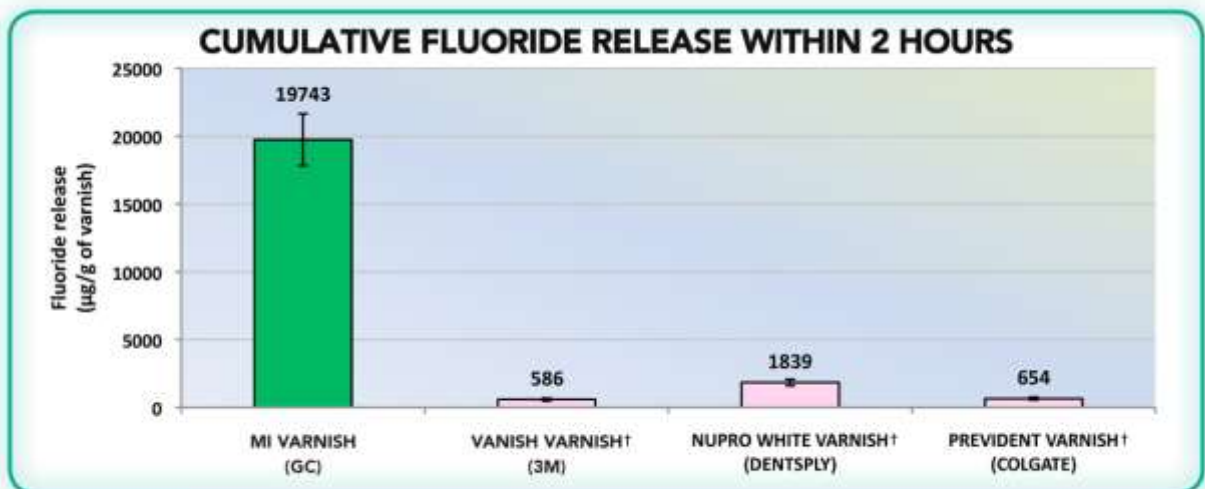
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MI VARNISH™ WITH RECALDENT™ (CPP-ACP)

Bioavailable *calcium, phosphate & fluoride*
for an *enhanced* varnish treatment

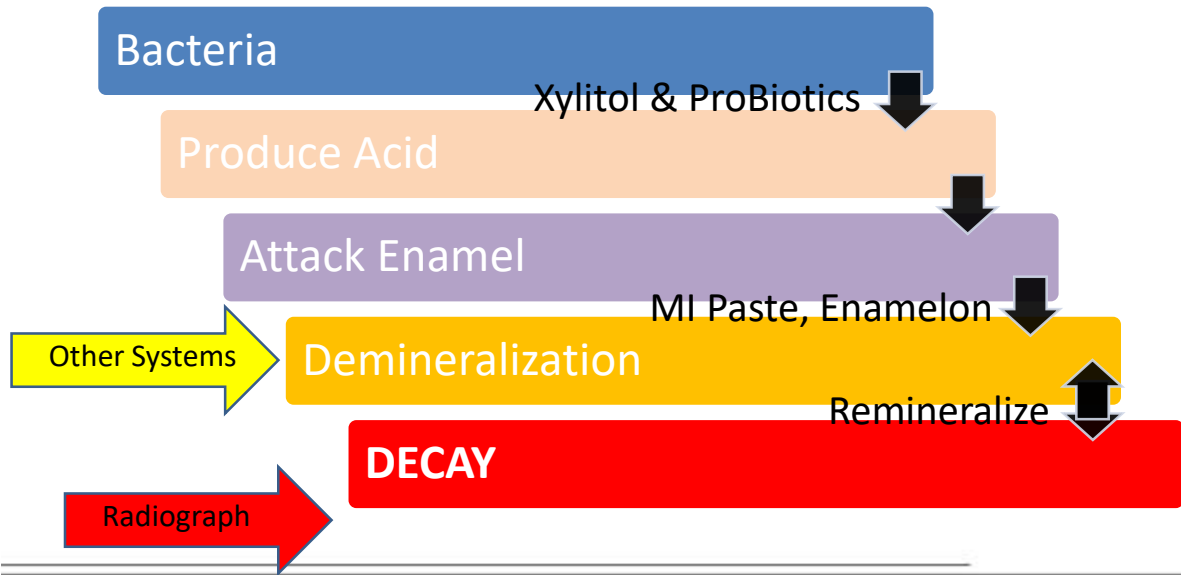
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Source: GCC R&D

†Not a registered trademark of GC America Inc.

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How will you diagnose this?

The complex block contains two rows of images. The top row shows two clinical photographs of upper teeth. The left photo shows relatively healthy teeth, while the right photo shows teeth with significant yellowish-brown staining and visible enamel erosion. The bottom row shows a single radiographic image (periapical X-ray) of the same teeth, highlighting the extent of the decay and bone loss.

How will you prepare and treat this?

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TIP

Look at every case differently



USE NEW DIAGNOSTICS TECHNOLOGY & SOFTWARE

Technology is always changing as are our techniques.

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FACT

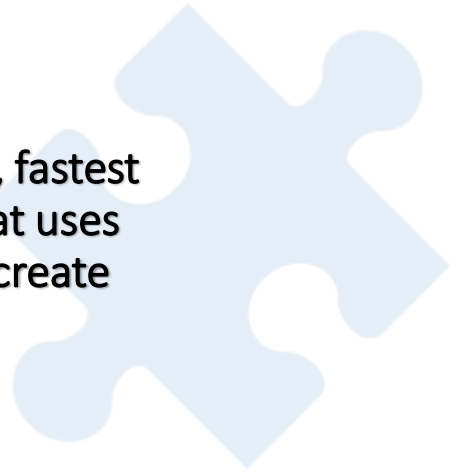
**ACCORDING TO THE AMERICAN ACADEMY OF
COSMETIC DENTISTRY 50% OF PATIENTS ARE
UNHAPPY WITH THEIR SMILES AND 3 OUT OF 5
PEOPLE WILL INVEST IN THEIR SMILES. | AACD.**

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Question

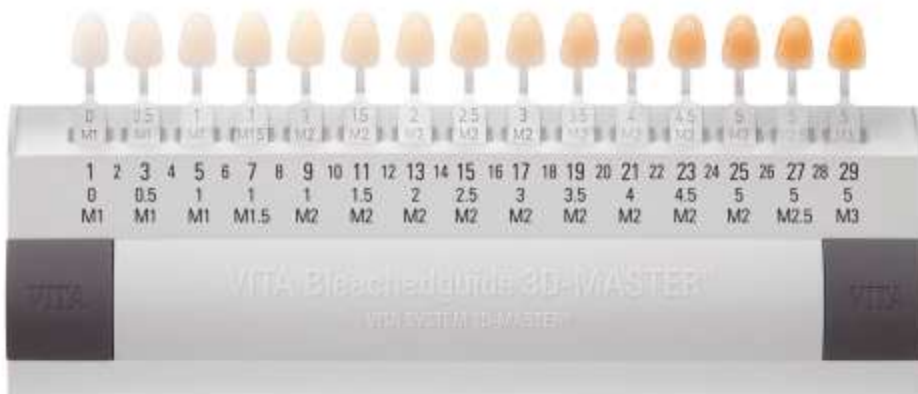


One of the most powerful, fastest & least expensive tools that uses research & technology to create cosmetic opportunities??



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Start Here



Immediate Call to Action Motivator

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Over-the-Counter **Teeth Whiteners**: \$1.4 billion
(MSNBC) ...
(Consumer Reports).

121

Over The Counter Whitening



122

Whitening



123



124

Opalescence GO!

- *Fast, Easy, Effective, Better Experience*
- *Convenient & affordable professional whitening to GO*
- *Pre-loaded, disposable UltraFit™ tray for a custom-like fit*
- *Molar-to-molar coverage*
- *No chair time*



125

Instructions



1. Remove from package.



2. Center tray on arch.



3. Gently suck down or swallow.



4. Remove outer tray.



5. Suck down or swallow again.



6. Wear 10% for 30 to 60 minutes and 15% for 15 to 20 minutes.

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Reduce or Eliminate Sensitivity

- *Potassium Nitrate & Fluoride*



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Opalescence Go Sample Tower



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mavrik™
DENTAL SYSTEMS



MAVRIK DENTAL SYSTEMS

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“Total annual revenue in the teeth whitening industry topped \$11 billion at the beginning of 2015, with \$1.4 billion spent on teeth whitening products. These figures suggest a steady annual increase in the teeth whitening market industry, which is expected to continually climb over the next 10 years” AACD Research

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Cosmetic Alterations

- How many of you want to buy something sight unseen?
- How many of you want to experience something first before investing?
- Your patients are no different!
- They are concerned about how it will look and feel. They want to be excited and happy!
- Don't Just Tell.....

Show & Tell!



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The Key to Success:

Visualization

How interesting is it that you are showing?

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75% of *all* Learning is Visual

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Aesthetic Dental Designs - ... Timeline - Now

Aesthetic Dental Designs - Todd C. Snyder, DDS, PC
September 4 via 822 Swifto · 98

Great service, amazing results

Do not be torn and I want to Todd's office because I saw great online reviews about his work. I'm so glad I did. The staff was top-notch. Everyone from the receptionist to the doctor was friendly, seemed to be in a good mood and ready to help me. I was treated right away with no delay. And the best part were the results...

See More
Source: Dental reviews for Aesthetic Dental Designs - Todd C. Snyder, DDS, PC

Like · Comment · Share

22 people saw this post

Aesthetic Dental Designs - Todd C. Snyder, DDS, PC
August 20 via 822 Swifto · 98

Great Experience

Went to Dr. Snyder for the first time and was very impressed with his professionalism and knowledge. He explained everything he was doing during my visit and was very informative. He also pointed out areas which may become a problem in the future, which, by the way, after seeing the pictures, it was even obvious to me that I would probably have problems down the road with a few of these areas. Most importantly, though, is that I felt I could trust him with any of my dental work.

Source: Dental reviews for Aesthetic Dental Designs - Todd C. Snyder, DDS, PC

Like · Comment · Share

22 people saw this post

24 people saw this post

Aesthetic Dental Designs - Todd C. Snyder, DDS, PC
August 11 · 98

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Thomas August Skozak BalaWJ Care covers it
August 11 at 11:59pm · Like

Aesthetic Dental Designs - Todd C. Snyder, DDS, PC
August 11 at 10:09pm · Like

See Your Ad Here
Aesthetic Dental Designs - Todd C. Snyder, DDS, PC
www.aestheticdentaldesigns.co

Like · Todd Snyder Reply this
Get More Likes
Chat (8)

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EYESPECIAL C-III & IV (SHOFU)



139

EYESPECIAL C-III (SHOFU)

- Designed for dentistry
 - 8 modes
 - 12 Megapixels
 - Dental cropping and grid lines
 - Large LCD touchscreen
 - Water and chemical proof
 - Durable rugged Exterior***
 - Fast autofocusing & anti-shake capabilities
 - Held with one hand – **weighs only 1lb**
 - Compatible with the Eye-Fi X2 card –
Immediately upload images onto PC, iPad,
Tablet or Smartphone



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MAGNIFICATION RANGE

- Choose the magnification ratio/range by rotating the dial key
- Icons to help you determine and select the range properly



141

STANDARD MODE



142

EDIT & DRAW FUNCTION ON THE EYESPECIAL C-II

- Edit functions are ideal for patient education
- Under the Menu key you can:
 - Draw on images to show areas of focus
 - Rotate the image
 - Protect the image against being deleted



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WHITENING MODE

FOR SHADE COMPARISON BETWEEN BEFORE AND AFTER WHITENING

- Similar to “Low-glare” mode but with lower light intensity
- Reduces glare and emphasizes the surface texture and shade
- Delegated Whitening & Imaging Assistant



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ISOLATE SHADE MODE

FOR OPTIMAL SHADE MATCHING



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35mm Pro

EyeSpecial C-III



Quadrant Dentistry

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35mm Pro

EyeSpecial C-III



Cosmetic Dentistry

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Kodak DCS-N

EyeSpecial C-III



Cosmetic Dentistry

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What do they want or envision?
Look at books or your cases.
Bring in examples of smiles.



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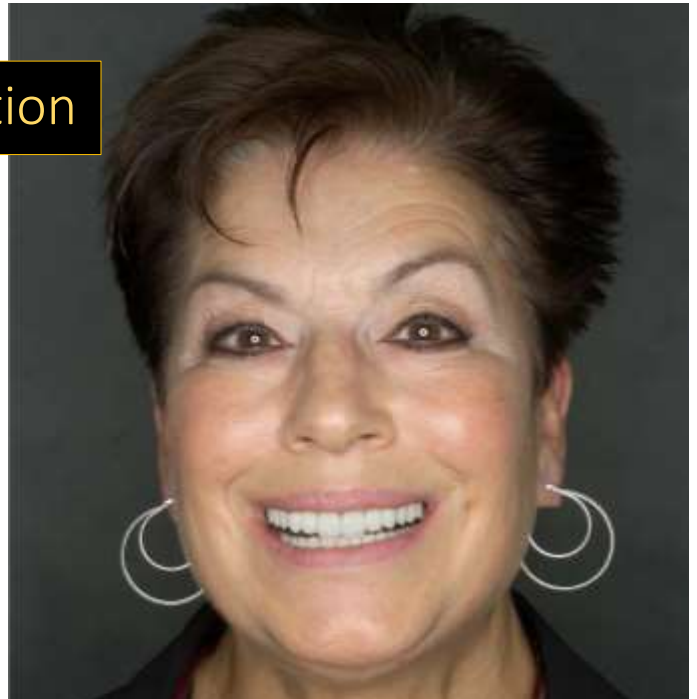
Everyone has an
opinion & priorities
How WHITE?
Translucency?
What Texture?
Color Transitions



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Photographic Manipulation

- Cosmetic “Imaging” Software
 - SmileFy app
 - PreVue app
 - SmileVision
 - DentalGPS
 - DSD
- Digital Agents
 - Virtual Smiles (\$125/image)
 - DreamSmiles (<\$4000 a year?)
- Less than an hour
 - Prevue
 - Evident
- Ivoclar/Kapanu?



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Why Does this Work?

- ✓ Creates awareness
- ✓ Suggests the possibility
- ✓ Promotes discussion
- ✓ Provides bridge to clinical evaluation and presentation of options
- ✓ Creates EMOTION and DESIRE

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Digital Smile Mockup

-is a proven practice building program that can:

Dramatically increase your patient's interest in a smile transformation

Remember, 50% of your patients want to improve their smile

The goal is to help them visualize themselves with an improved smile

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When you hand a Digital Simulation to your patient, you plant a seed of what is possible, a constant reminder of what their potential new smile can be. They can show it to their friends and family, you can put a copy in their chart for follow-up, have them hang it on their refrigerator...!

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February 18, 2020

<https://prevudental.com/>

An enhanced smile for Briette [REDACTED] provided by Dr. Todd Snyder

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Aesthetic Dental
CENTERS

Todd C. Snyder DDS

35001 Pleasant Laurel Road, Suite 10101
Tampa, FL 33617
(813) 843-6700
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Traditional Veneers



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162



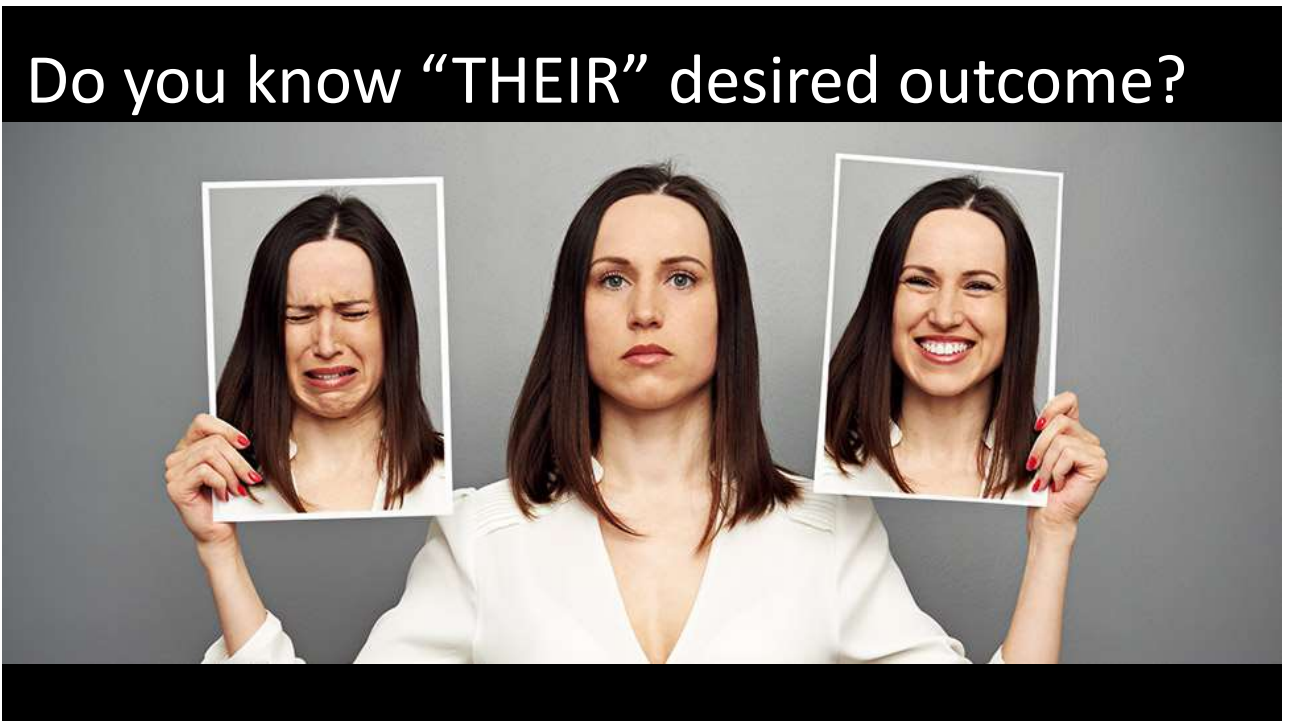
163



164



165



166



167



168



169

Time

- There never seems to be enough of it...
- It has to be built into the schedule or out source to employee
- Take the time to huge profit
- Know what the case is going to entail ahead of time
- What is the patients Chief Complaints?
 - Pick 3 to address
 - Why do they have these problems?
 - Are they going to drive you crazy?

170

Decrease Cancellations

- Psychology study showed people that wrote down their appointments showed up more often than people that did not.

Appointment

has an appointment on

Mon. Tues. Wed. Thurs. Fri. Sat.

Date _____ Time _____ A.M.
P.M.

If unable to keep appointment, kindly give 24 hour notice.

171

Time (CONSULTATION)

- Immediate Smile Change Consultation?

OR

- Can they come back in a week?

172

Instant CASE ACCEPTANCE!!

173

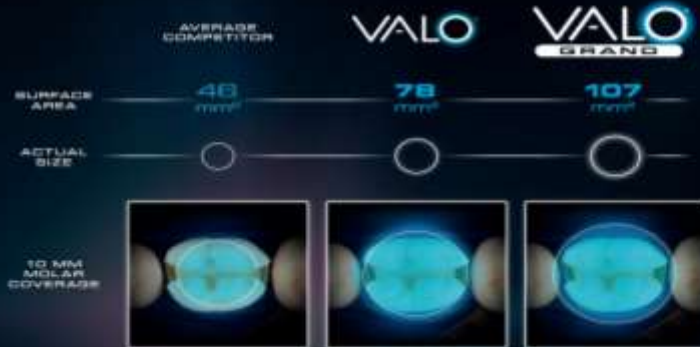
100 Thousand Feet Up,
100 Thousand Feet Down,
100+ Days in the Elements

VALO
GRAND

174

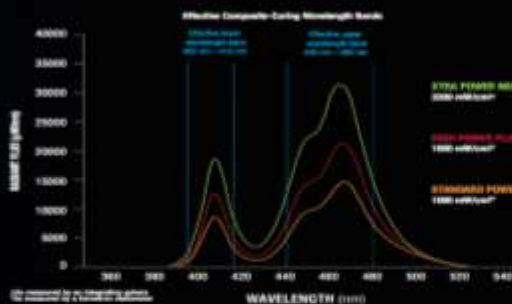
WHAT ARE YOU MISSING?

When it comes to curing, the circumstances aren't always ideal. Squirming patients, sectional bands blocking the light from getting to the entire restoration, even a simple hand movement can prevent a complete cure. That's where the VALO Grand curing light comes in. The VALO Grand light has a large 12 mm lens that allows you to cover more area in a single cure. With the VALO Grand light, you won't miss a thing.



175

POWERFUL BROAD-SPECTRUM CURING



A lot of curing lights only have a single LED chip that operates on one wavelength. This can create hot and cold spots in the beam, which makes uniform curing nearly impossible. The original VALO curing light was created to answer that problem. With four powerful LEDs that deliver a uniform light over a broad spectrum, you know that you are getting a powerful, uniform cure that will last. The VALO Grand has that same uniform power you expect, plus a larger lens.



Unlike the intense collimation the VALO light offers, competitor lights produce beams that are uneven or dissipate even at distances as short as 4 mm.

176

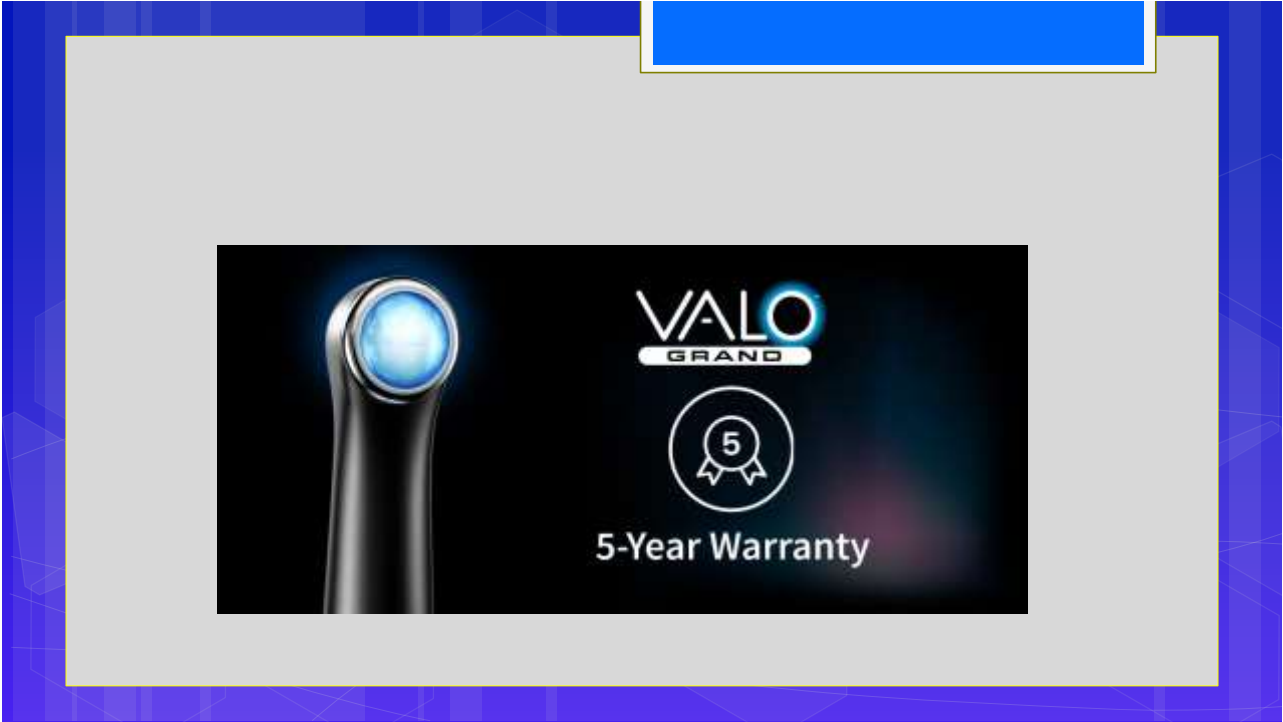
Machined from Aerospace Aluminum



177




178



179

OPPORTUNITY

- Patient wants to fix the small lateral incisor
- No tooth reduction

A close-up photograph of a patient's upper teeth. The lateral incisor on the left side of the image is noticeably smaller than the other teeth. The patient's lips are slightly parted, showing the teeth. The background is dark, making the teeth stand out.

180

Beadline Provisional Mockup



181

Beadline Provisional Mockup



Diagnostic Models with a waxup are duplicated. Special over impression is created and used to deliver temporary mockup

182



183

LISTEN For Yourself

Instant CASE ACCEPTANCE!!

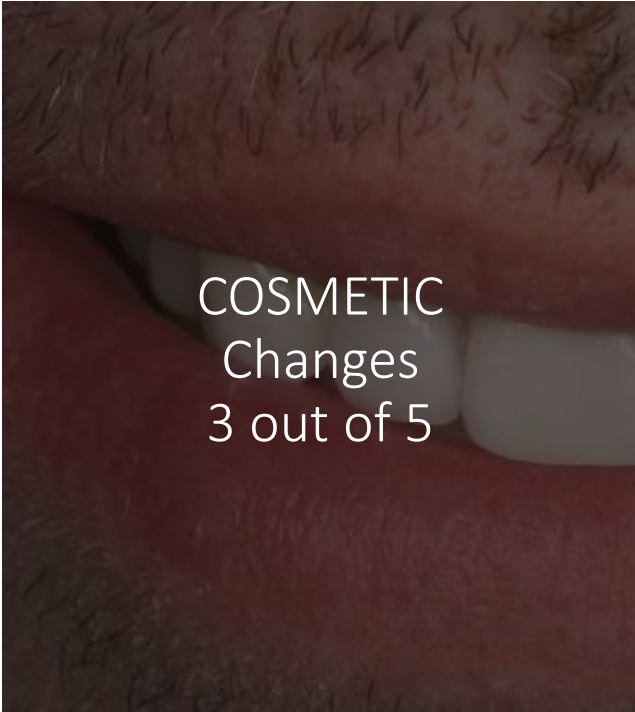


184


Show & Sell Possibilities..



185



COSMETIC
Changes
3 out of 5



- Patient came in to fix small lateral incisors
- Wants "Absolutely" no tooth reduction
- What drives him?
 - Appearance
 - No Tooth Reduction
 - Emotion
 - Desired Outcome.... Feel Better, more confident?

186

Results



Confidence,
Dating,
Work,
Emotional Goals

187

Cosmetic Dentistry

• Do YOU WANT more Cosmetic Cases?

- Patients desire a change
 - But don't know what they want (typically)
- What are their Chief Complaints (pick 3)
- Why?
- And What will that accomplish? Reasoning behind Tx.
- Always look at the big picture
- Take photos
- Write down where they can see their Chief Complaints
 - Signature on waxup
 - Signature on provisionals
 - Signature for final cementation approval

188



189

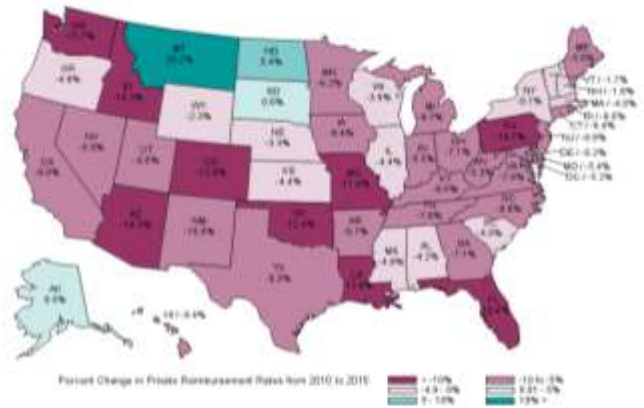


190

THE REIMBURSEMENT CRISIS

REIMBURSEMENT RATES DECLINED FROM 2010-2015 IN STATES THAT HOLD 99% OF ALL DENTISTS IN THE US!

Reimbursement rates increased in only 4 states during this time.



Source: ADA HPI Report: State of the Dental Market: Outlook 2016, December 2017

191

THE REIMBURSEMENT CRISIS

DENTIST EARNINGS WERE FLAT FOR 15 YEARS WITHIN A HIGH GROWTH MARKET!



The dental market grew 70% from 1990 to 2015...

...but general dentist earnings remained flat!

Source: ADA HPI Report: State of the Dental Market: Outlook 2018, December 2017

192

Profitable PPOs

How Insurance PPO Payer Pathways Work To Add Doctors To Networks & Reduce Insurance Payments
 Example: Ameritas Insurance

SENTINEL (Type 1)
MAVEREST (Type 1)
CONNECTION (Type 1)
CONCORDIA (Type 1)
PRINCIPAL (Type 1)
TGA (Type 1)

AMERITAS (Type 1)

- If a doctor has a Type 1 agreement with Ameritas but also an agreement with one Type 2 or 3 company doctor will integrate leverage
- If a doctor has a Type 1 agreement directly with Ameritas they will ignore the integrated doctor and use the fees of a lower tier Type 2 or Type 3 agreement
- If a doctor has a Type 1 agreement with Ameritas but several Type 2 or 3 work Ameritas always will use the fee

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<https://profitableppos.com/request-info/>

193

THE REIMBURSEMENT CRISIS

IT'S ONLY GOING TO GET WORSE!

Morgan Stanley Research **reported a 6.7% decline** in reimbursement rates for 2018 and has **projected another 8.7% decline** in 2019!

Morgan Stanley RESEARCH

Source: Morgan Stanley Research, Company Data, AllPayers

kleer

196

MEMBERSHIP PLANS ARE THE ANSWER

MEMBERSHIP PLAN EXAMPLE

No Dental Benefits? We Have You Covered!

Join our Membership Plan and **SAVE TODAY!**

[JOIN NOW](#)

Our Membership Plan provides the professional oral care you want at an affordable price. How can we do that? By offering the plan directly to you, we remove the cost and hassle of a traditional PPO. It's simple, pass the savings to you, and focus on your oral care. Best of all, benefits start immediately. Join today, save today!

Includes coverage for you, and include a spouse or additional cost.

Benefits start immediately. Join today, save today!

Membership cost is \$24/month for the 18th year.

Prevents any new disclosure of other procedures, for filing.

Includes 100% professional liability coverage for claims to \$1 million per year.

Free oral care, including, but not limited to, exams, cleanings, maintenance, dental X-rays, and lab services.

Choose a care plan that best fits your needs

CHILD COMPLETE <small>12 per person</small>	ADULT COMPLETE <small>12 per member</small>	PERIO <small>12 per member</small>
\$420¹ SAVE \$134!	\$480¹ SAVE \$233!	\$588¹ SAVE \$317!
<p>Included Benefits</p> <ul style="list-style-type: none"> • 2 Professional cleanings and checkups • 2 Professional restorations • 2 Fluoride treatments • 2 X-ray treatments • 2 Oral surgery • 2 Emergency care • 25% off other procedures completed at our practice • 25% subscription discount for family members 	<p>Included Benefits</p> <ul style="list-style-type: none"> • 2 Professional cleanings and checkups • 2 Professional restorations • 2 Fluoride treatments • 2 X-ray treatments • 2 Oral surgery • 2 Emergency care • 25% off other procedures completed at our practice • 25% subscription discount for family members 	<p>Included Benefits</p> <ul style="list-style-type: none"> • 2 Perio maintenance procedures and checkups • 2 Fluoride treatments • 2 X-ray treatments • 2 Oral surgery • 2 Emergency care • 25% off other procedures completed at our practice • 25% subscription discount for family members

kleer[®]

197

Address Reader Track



MEMBERSHIP PLAN BENEFITS

BENEFIT 2

PRACTICE ORAL MEDICINE WITH PASSION AND PURPOSE

Focus on Patient Care Instead of Unnecessary Bureaucracy and Rules

- No forced treatment protocol
- No alternate benefits
- No reimbursement paperwork to complete
- No collections or receivables to track down
- No denials of claims to fight
- No annual maximums to manage
- No waiting periods to deal with
- No pre-approvals to submit



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198



MEMBERSHIP PLAN BENEFITS

BENEFIT 3

INCREASE PRODUCTION

The “Membership Club Effect” Results in Higher Recall and Treatment Acceptance

- Membership patients visit 2-3X more and accept 50-75% more treatment than uninsured patients

Avoid Unnecessary Barriers That Keep Patients from Accepting Treatment

- No annual maximums
- No waiting periods
- No pre-approvals
- No exclusions for pre-existing conditions

kleer®

199



MEMBERSHIP PLAN BENEFITS

BENEFIT 4

INCREASE REIMBURSEMENT

Increase Reimbursement by Controlling Plan Design and Payments

- Design the treatment protocol
- Set the subscription price
- Control the fee schedule
- Collect all payments directly from the patient

kleer®

200

Address Reader Touch



MEMBERSHIP PLAN BENEFITS

BENEFIT 5 ELIMINATE COLLECTIONS AND RECEIVABLES

Eliminate the Time, Hassle and Costs of Collections and Receivables

- Subscription payments are collected upfront and/or are automatic
- Collect any additional fees at time of service
- Memberships auto-renew
- Insurance claims denials are totally eliminated

kleer®

21/61

201

Address Reader Touch



MEMBERSHIP PLAN BENEFITS

BENEFIT 6 INCREASE PRACTICE VALUATION WITHOUT ADDING NEW PATIENTS

Subscription Businesses are More Valuable than Non-Subscription Businesses

- Subscription customers are more loyal
- Subscription customers purchase more
- Subscription businesses sell for 2-5X more than non-subscription businesses

kleer®

22/61

202

Address Reader Touch

INTRODUCING KLEER MEMBER ENROLLMENT APP: ENROLLMENT IS FAST AND SIMPLE!

- Patients can quickly and easily purchase your plan from any device
- Simple, clean experience that consumers expect
- Benefits start immediately

kleer

203



204



205



206



207

BLACK IVORY COFFEE

\$50+/cup
\$500+/lb

208



209

MATERIALS

The collage features several dental materials and products:

- Five white, glossy, teardrop-shaped dental crowns or veneers arranged on a black reflective surface.
- A box of **REALITY** Four Star Award **Choice 2** dental material, with a five-star rating.
- A box of **riva** self-cure MV dental material, with a blue and white color scheme.
- A purple box of **nicomir** dental material, with a silver metal tool and several white dental crowns.
- Various dental tools, including pens, pencils, and brushes, along with small bottles of dental materials.

210

\$15 Press



211

\$1750 Lamborghini



212

\$11,000 Clover



213

\$20,000 Siphon bar



Roasting Plant Javabot – \$1,000,000

214



215



216



217



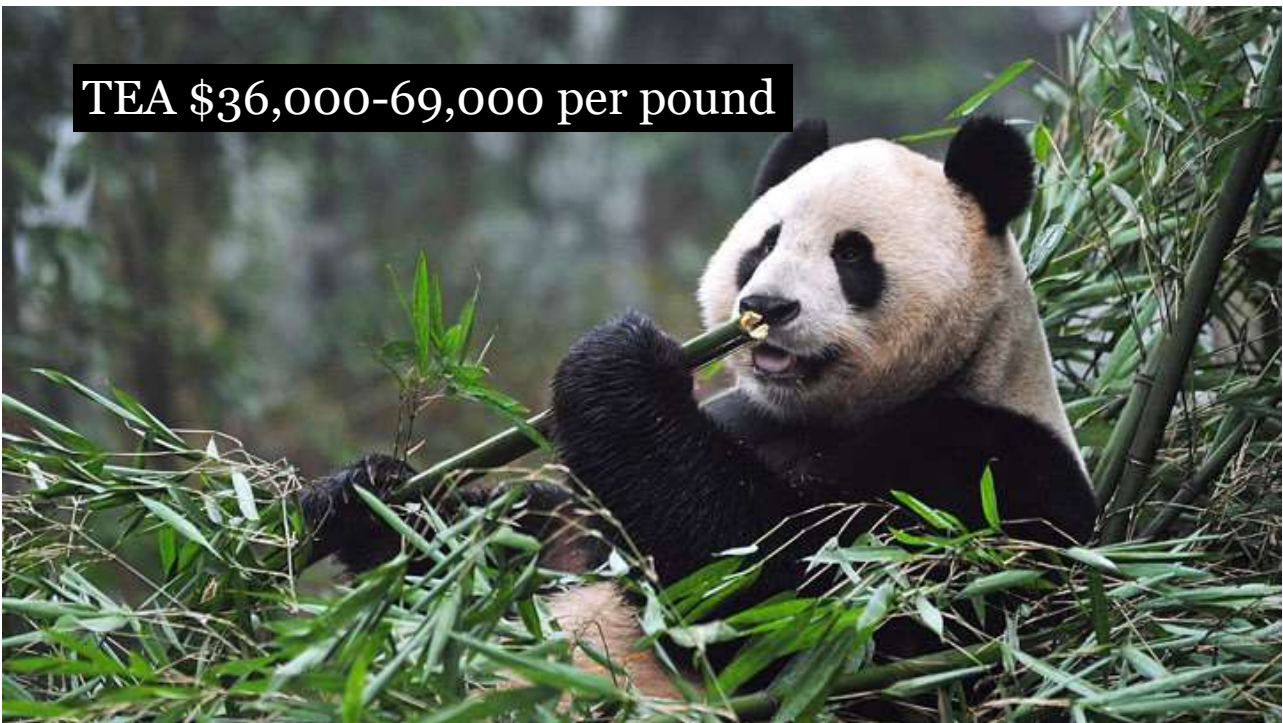
218

The Art of Coffee



219

TEA \$36,000-69,000 per pound



220

What are you delivering??



221

What are you portraying & offering?



222



223



224

Brand position yourself

- Gift Certificate
- VIP Referral cards
- Custom Whitening



225

Brand position yourself

- Custom patient cape
- Blanket
- Custom bag



226

Are you working harder or smarter?

- Evaluate the office & brand appearance
- What is your message
- Look at your team
 - Is everyone trained to offer the same care and service repeatedly
- Protocols
 - Repetition and consistency
 - Greetings and goodbyes
 - The best
- Patient Perception? What do they see?

227



228

What's your marketing angle?

- What does the patient see?
- Insurance dentist?
- Family dentist?
- Discount dentist?
- Who are you?
- You need to know
- Patient Referrals



229



231

Modern Marketing?

- Consumers are being over run with spam in many ways
- Consumers want instant (relevant) information
- Business owners want results.....
 - ..but many are not sure how to achieve them today.



233

Modern Marketing?

- Consumers are being over run with spam in many ways
- Consumers want instant information
- Business owners want results.....
 - ..but many are not sure how to achieve them today.
- What image do we want to portray?
- Consistent brand image

234

Reality Check for California

- California has 6 dental schools
 - (more than any other state, potentially a 7th to be built)
- Between 500-600 graduates every year in CA. 5000 in U.S.
- Dentist to patient ratio in CA is one of the worst at almost 1:1300 compared to 1:2500
- 32000 approx in CA (14% of nation)
- Orange County the worst ratio in CA

235



236



237

Postcards & Mailers

Think the Dentist is
TOO EXPENSIVE?

THINK AGAIN!

Our in-house savings plan gets you all the perks you need for a healthy smile!

SEE BACK FOR DETAILS!

FREE WHITENING
See back for details.

CALL NOW TO TAKE ADVANTAGE OF OUR ANNUAL SAVINGS PLAN!
303-940-1910
WWW.SAGEDENTISTRYARVADA.COM
located at 18200 W. 64th Ave., Ste. 200, Arvada

SAGE DENTISTRY OF ARVADA

238

These ARE the NORM everyday!!!

239

Change is happening

- Increase in discount dentists
- Increase in managed care facilities and growing quickly.

And I Love IT.. And so should you

1. Brand Image
2. Customer Care Protocols
3. Employee's Role

240

INEXPENSIVE

**99¢
only
STORES®**

Dental Marketing

241



242



243



244

Quality, Service, Integrity



245



246



247

GETTING TO THE FINISH LINE... ACCURACY, CONSISTENCY & SPEED

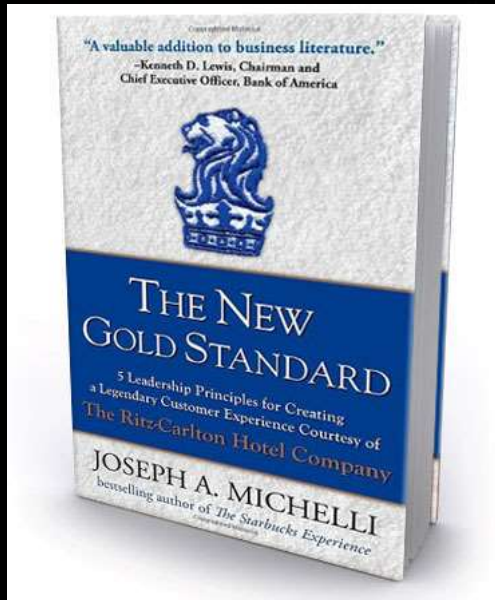
OUR ONE RULE
Use good judgment
in all situations.

The Nordstrom Way to Customer Service Excellence
THE HANDBOOK FOR BECOMING THE "NORDSTROM" OF YOUR INDUSTRY
ROBERT SPECTOR
PATRICK MCCARTHY
SECOND EDITION

"The Nordstrom Way shows the direct link between empowering your employees and creating a long-term relationship with your customer. When businesses don't follow Nordstrom's example."
—HOWARD SCHULZE, Chairman, Nordstrom, Inc.

248

GETTING TO THE FINISH LINE ACCURACY, CONSISTENCY & SPEED



249

GETTING TO THE FINISH LINE ACCURACY, CONSISTENCY & SPEED

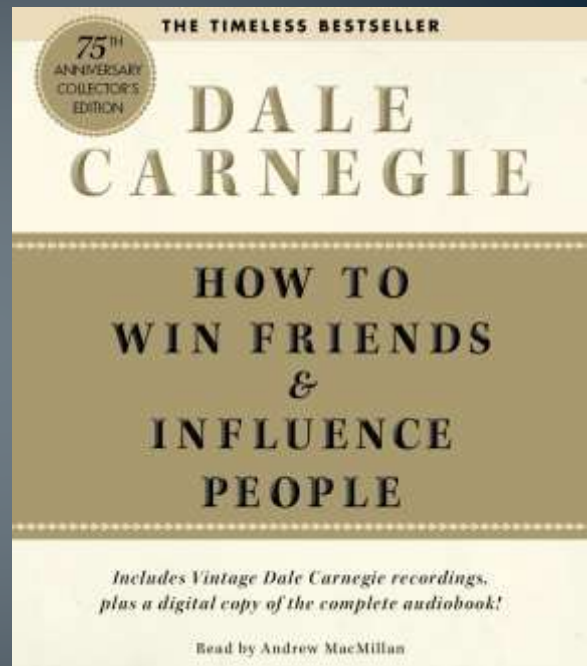


Attention to details

1. Customer focus is the key
2. Exceed the expectations
3. Respect & EMPOWER your employees

250

- Smile
- Remember that a person's name is to that person the sweetest and most important sound in any language.
- Make the other person feel important
- Be a good listener. Encourage others to talk about themselves



251



Modern Tools**

Invest in technology.

- Office iPad (Large)
- 35mm Digital Camera
- Big Lobby Television
- Software Systems

Personal Case Books

Office Displays

Referral Cards

Gift Cards

Custom Smocks & Bleach Kits

253

Lobby Patient Education Display



254



255



256



257



258



259



260



261



262

Why Mobile Payments

Fast & Convenient

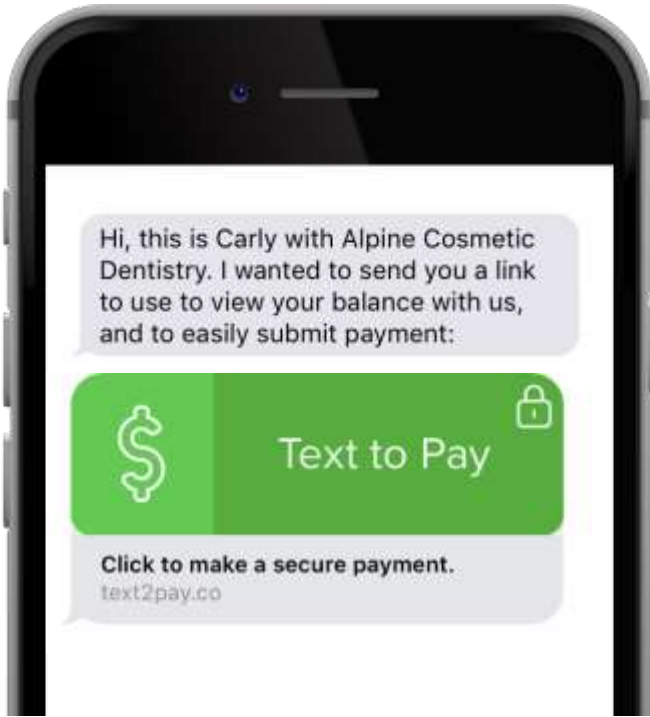
Keep payment data off your network

80% growth from 2015 - 2020

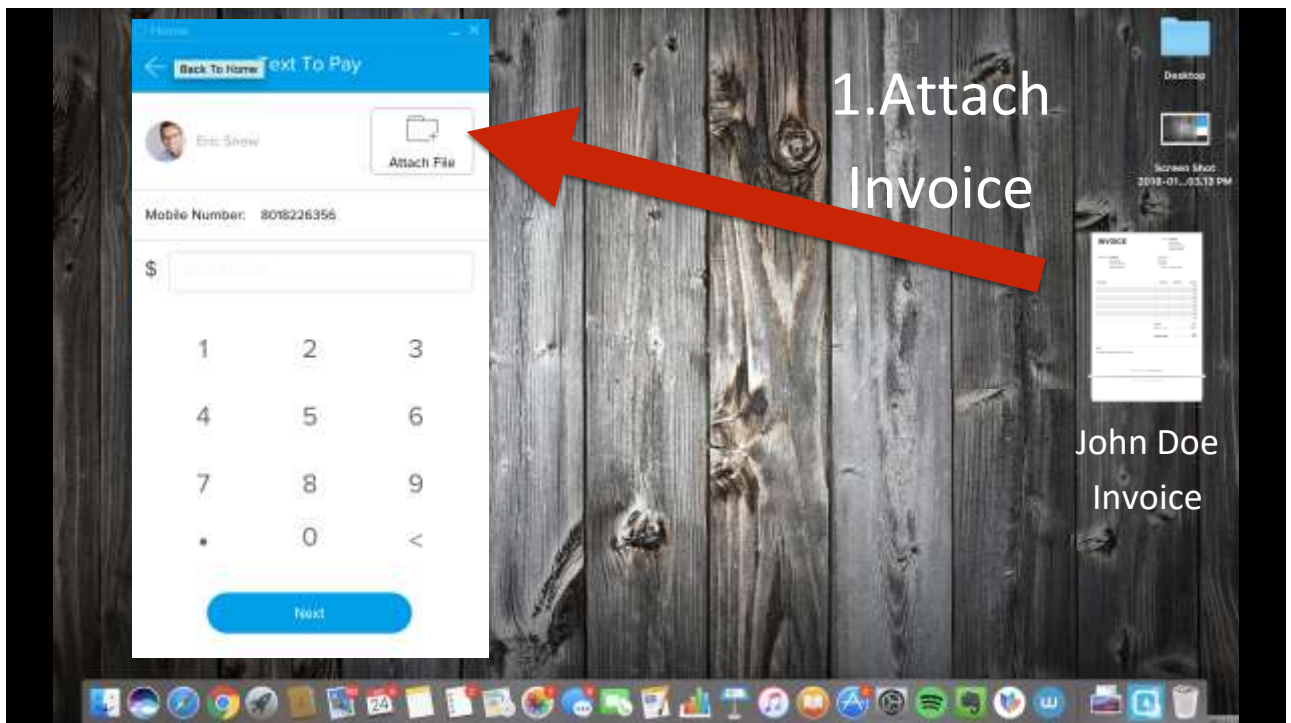
70% pay the day of mobile invoice

65% of Millennials prefer mobile pay

263



264



265



weave

266



weave

267



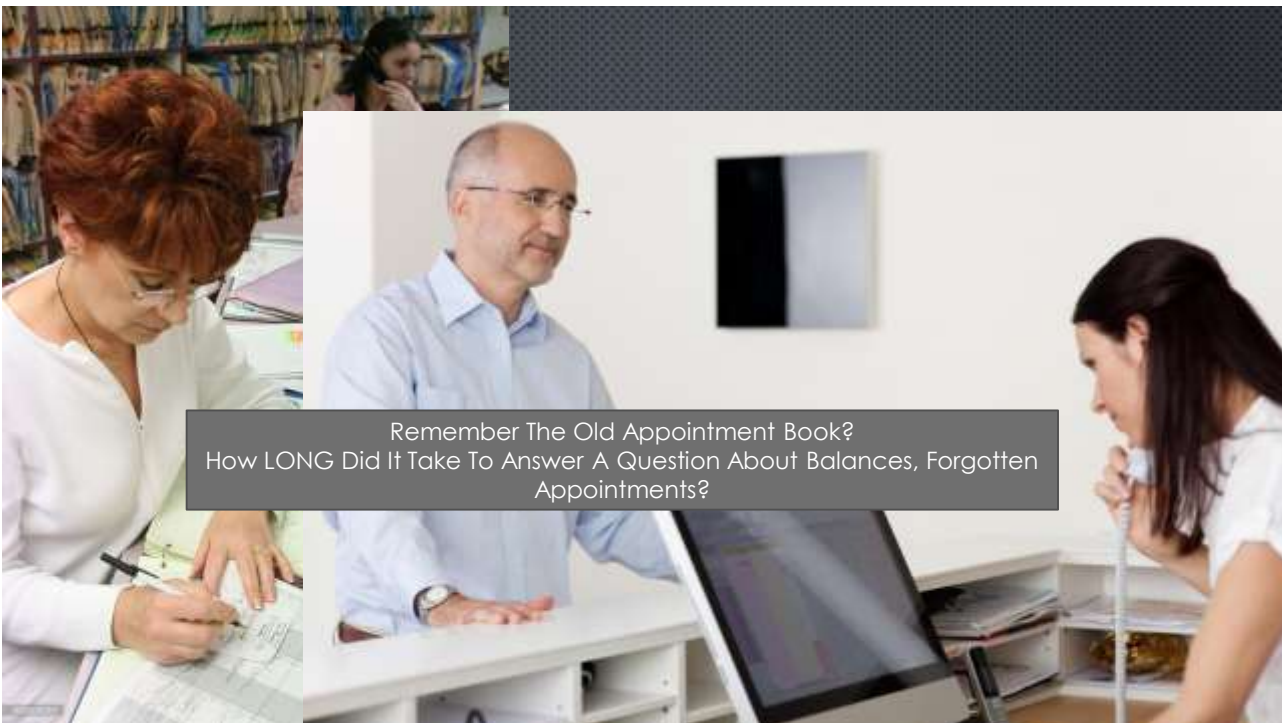
269



270



271



272

Patients..

- Attention Spans Have Dropped
- People Want Immediate Gratification/Results
- Post Cards, Mailers, Yellow Page Ads, Commercials.....are dying.
- Who are you?
- Why you?
- What do you offer?
- EMOTION...



273

Google

← Rating ▾ Hours ▾

Aesthetic Dental Designs
 5.0 ★★★★★ (120) · Cosmetic den...
 25500 Rancho Niguel Rd #230
 (949) 643-6733
 Closed · Opens 8AM Mon

WEBSITE DIRECTIONS

**Sea Country Dental:
 Murray Hugh E DDS**
 No reviews · Dentist
 32341 Golden Lantern # B
 (949) 496-7910
 Open · Closes 2PM

WEBSITE DIRECTIONS

**Laguna Niguel Dental
 Office: Rahnama Houman DDS**
 5.0 ★★★★★ (2) · Dentist
 28940 Golden Lantern # H
 (949) 363-2010
 Closed · Opens 10AM Mon

DIRECTIONS

Springer Mae Lee DDS
 No reviews · Dentist
 30131 Town Center Dr
 (949) 495-4500
 Closed · Opens 9AM Mon

WEBSITE DIRECTIONS

Aesthetic Dental Designs

Website Directions Save

5.0 ★★★★★ 120 Google reviews
 Cosmetic dentist in Laguna Niguel, California

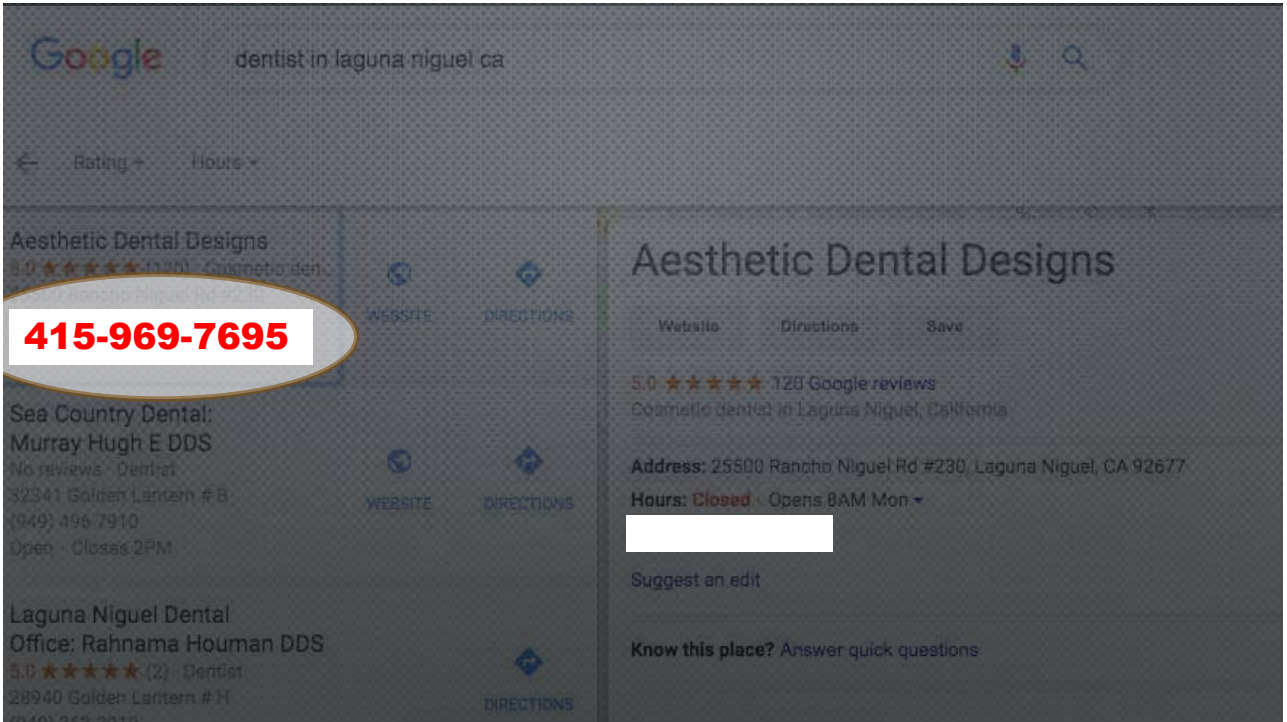
Address: 25500 Rancho Niguel Rd #230, Laguna Niguel, CA 92677
Hours: Closed · Opens 8AM Mon ▾
Phone: (949) 643-6733

Suggest an edit

Know this place? Answer quick questions

Questions & answers
 Be the first to ask a question [Ask a question](#)

274



275



276



277

5 Minute Plan

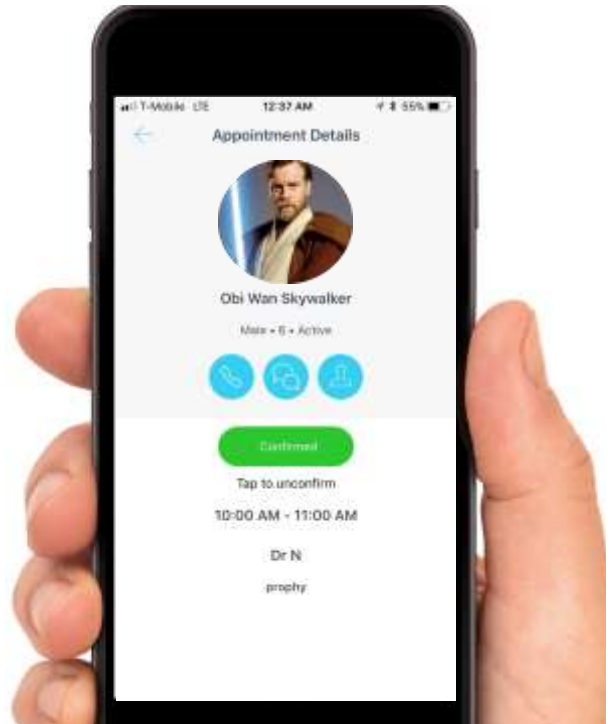
- EVERY new patient
- Post-op Follow-up
- Pre-op Information



278

5 Minute Plan

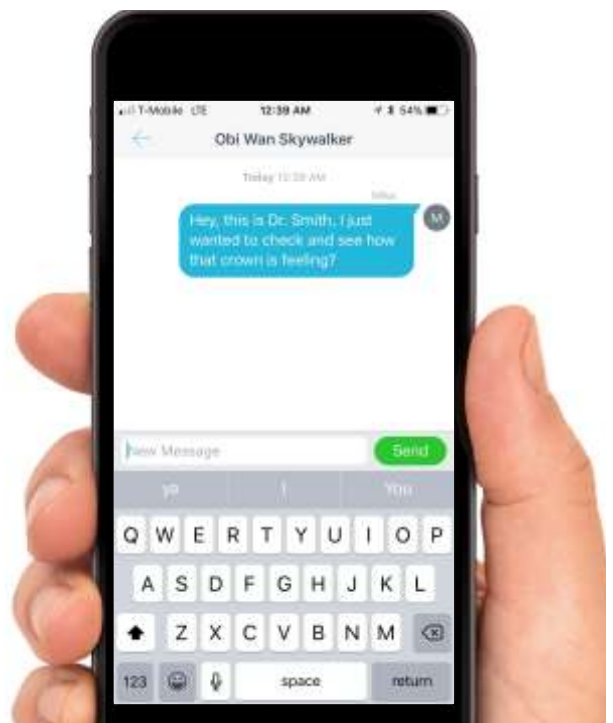
- EVERY new patient
- Post-op Follow-up
- Pre-op Information



279

5 Minute Plan

- EVERY new patient
- Post-op Follow-up
- Pre-op Information



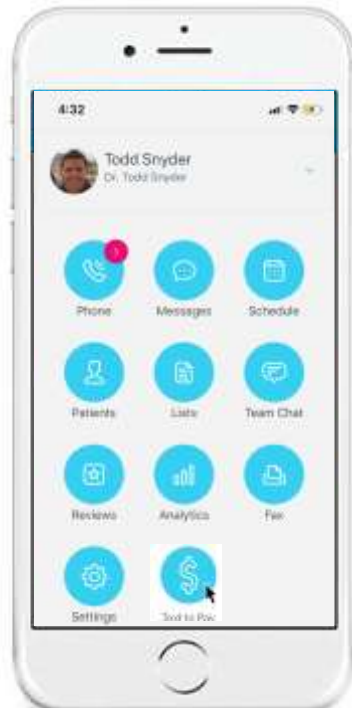
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281



282





283



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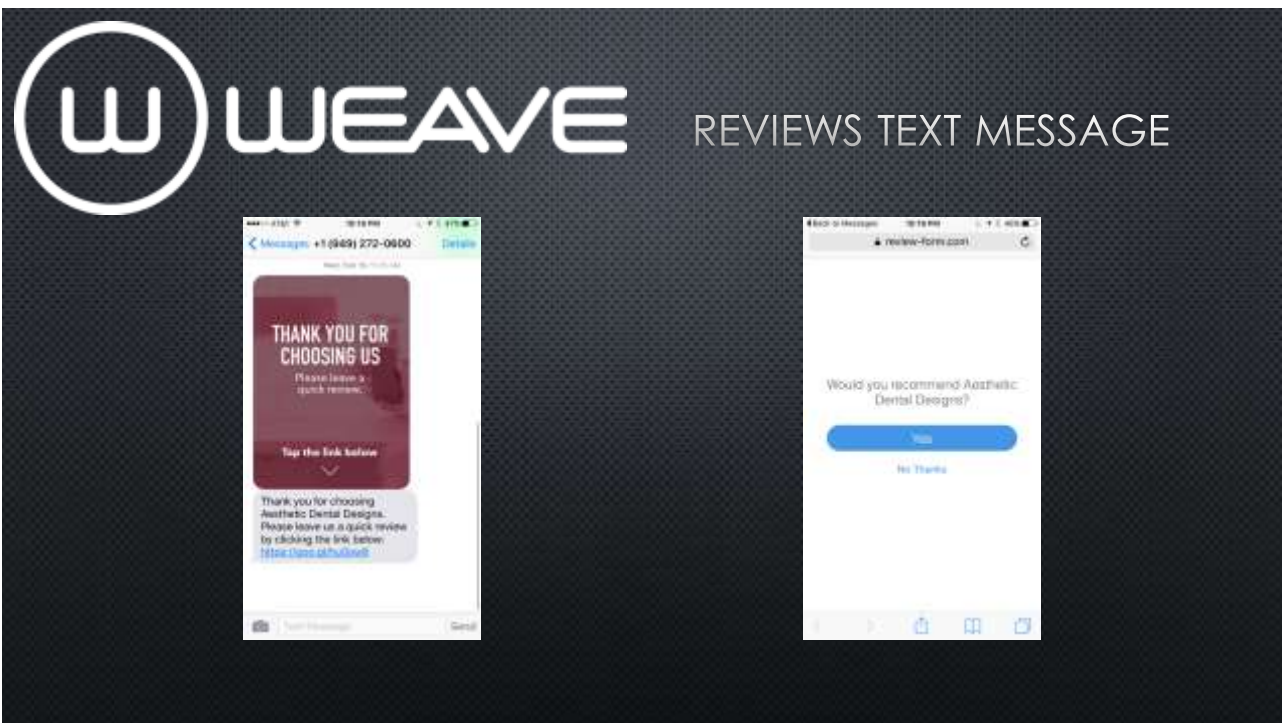
TEAMWORK

- AUTO CONFIRMS APPOINTMENTS AND ADDS TO THE PRACTICE MANAGEMENT SOFTWARE
- ANALYTICS
- MASS EMAILING
- AUTO BIRTHDAY MESSAGES
- AUTO PROPAGATION OF MESSAGES
- EASY TO IMPLEMENT WITH MINIMAL TIME TO USE.
- IMPROVE BUSINESS OPPORTUNITIES DRAMATICALLY
- CUTS DOWN ON CURRENT EMPLOYEE TIME BY STREAMLINING MANY TASKS
- SAVES MONEY ON TRADITIONAL PROCEDURES
 - LESS POSTAGE
 - LESS PAPER GOODS
 - LESS EMPLOYEE TIME

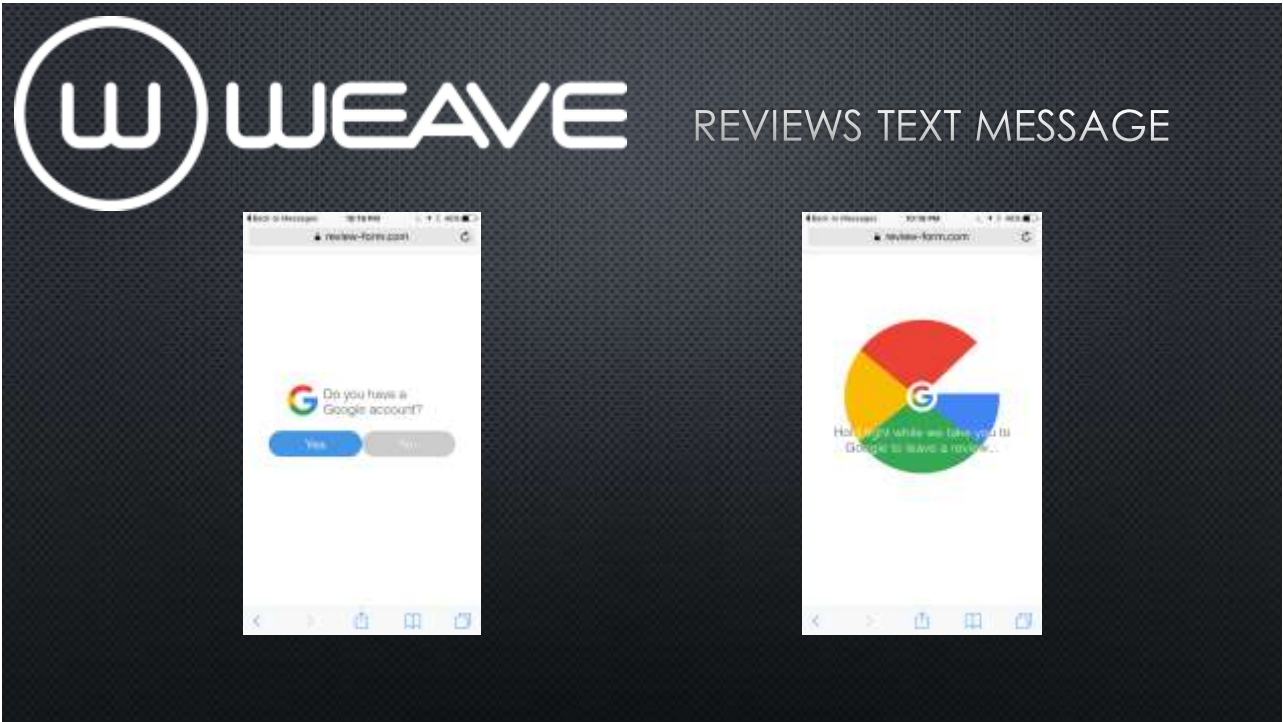
294



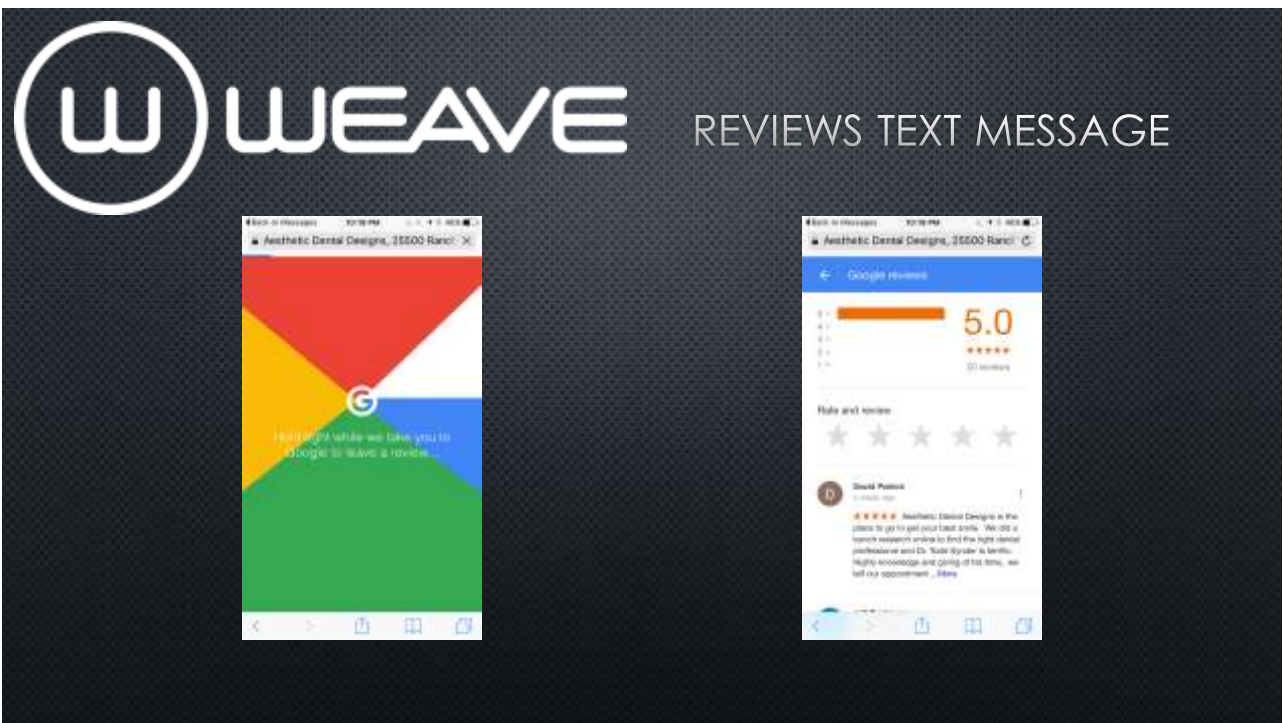
295



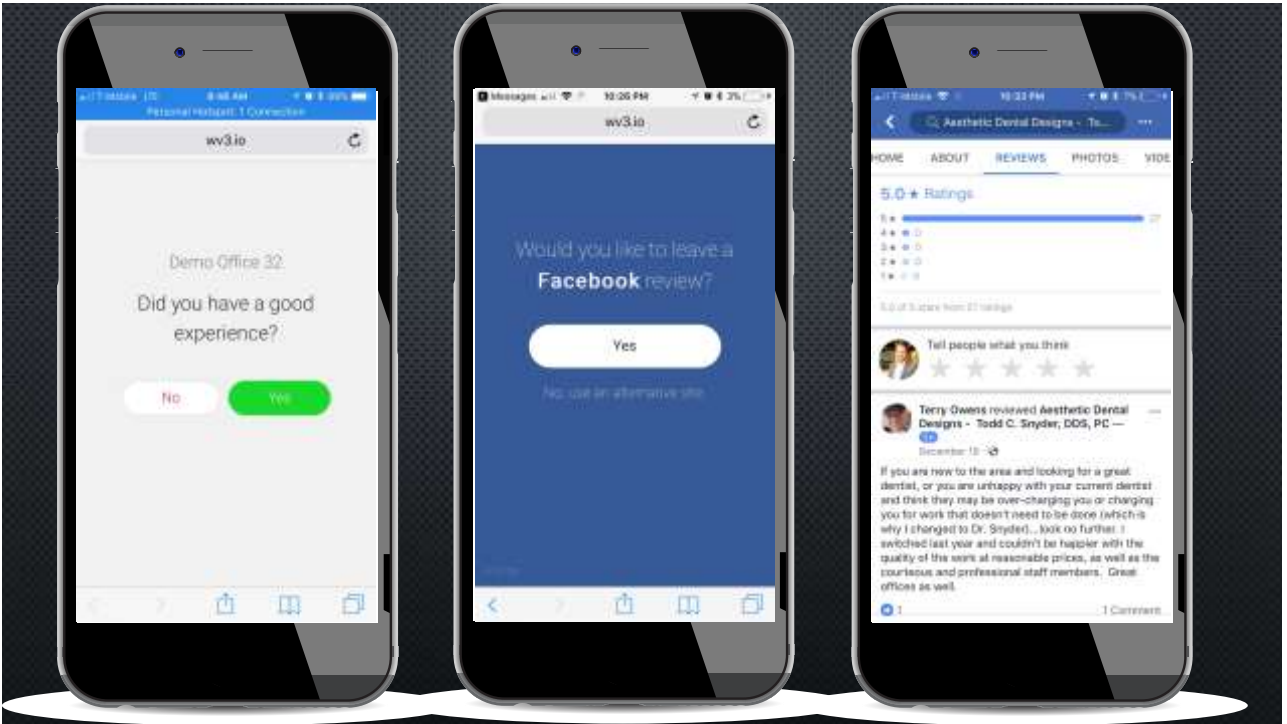
296



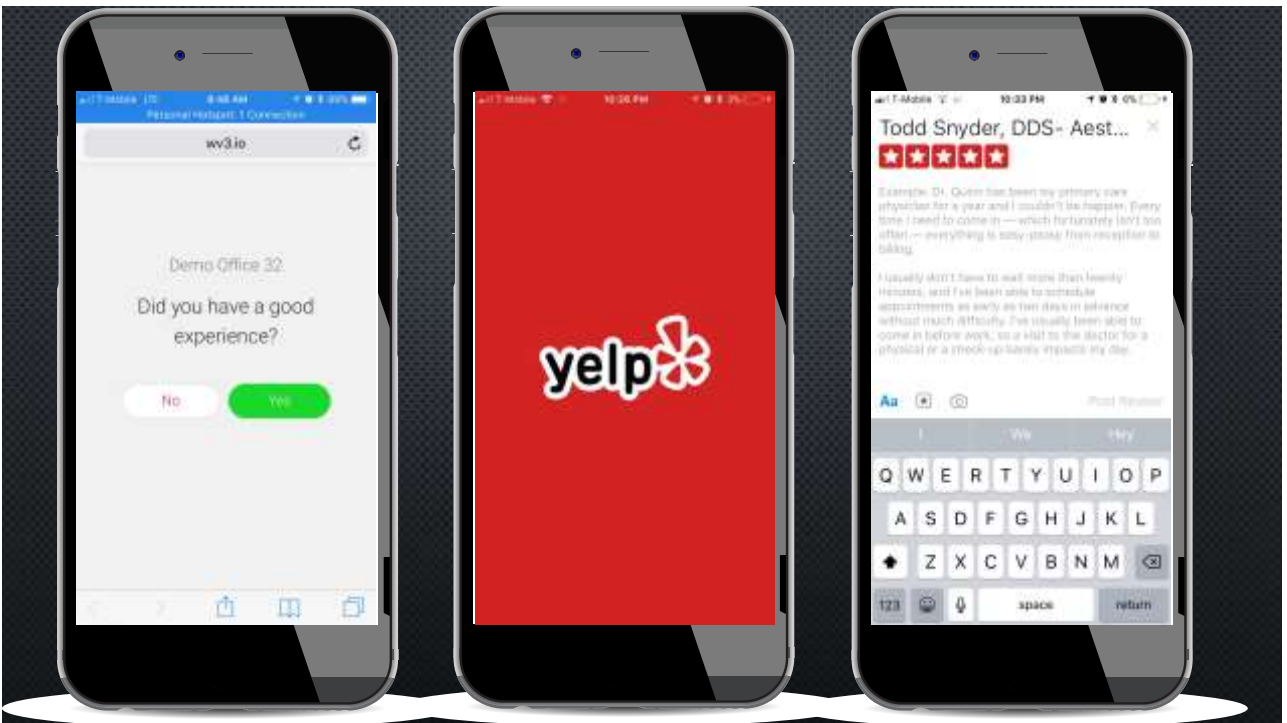
297



298



299



300

WEAVE IS THE BEST SOFTWARE TOOL I OWN

- IT LETS ME DO MORE IN LESS TIME THAN WHAT IT WOULD TAKE THREE PEOPLE TO DO IN AN HOUR.
- IT REPLACES YOUR EXISTING PHONE WITH A VOICE OVER INTERNET PHONE THAT ATTACHES TO YOUR PRACTICE MANAGEMENT SOFTWARE.
- IT GIVES YOU THE ABILITY TO CUT YOUR PHONE BILL AND BE REPLACED WITH A MODERN PHONE PLATFORM THAT ALLOWS YOU TO.
 - TEXT YOUR PATIENTS
 - RECORD ALL PHONE CALLS
 - AUTOMATED APPOINTMENT REMINDERS, FOLLOW-UPS, POST-OP NOTICES, BIRTHDAY GREETINGS, AND MORE
- COLLECT BALANCES INSTANTLY VIA TEXT
- SEE UNSCHEDULED PATIENTS AND HAVE THE ABILITY TO INSTANTLY SEND AUTOMATED TEXT MESSAGES TO FILL GAPS IN THE SCHEDULE
- NEWSLETTERS AND PROMOTIONS, ANALYTICS, FAX MACHINE
- SO MUCH MORE..... YOU HAVE TO GET A DEMO IT IS AMAZING!!
- THE COST IS TYPICALLY THE SAME AS YOUR EXISTING PHONE BILL BUT YOU GET RID OF YOUR PHONE, FOR THE SAME COST YOU REPLACE IT WITH SOMETHING BETTER THAT MAKES MONEY!

301

“People won’t
 REMEMBER
 what you did or said, but they
 will remember
 HOW YOU MADE THEM FEEL”

- Maya Angelou

302

EVERY NEW PATIENT GETS AN EMAIL AFTER THEIR FIRST APPOINTMENT

- PUT THEIR NAME ON IT AND SOMETHING UNIQUE FROM THE APPOINTMENT THAT THEY WOULD REMEMBER. (HAVE YOUR STAFF SEND IF YOU WANT.)
- THANK THEM FROM YOU AND THE STAFF FOR THEIR HAVING CHOSEN YOU AND THAT YOU HOPED YOU AND YOUR STAFF EXCEED THEIR EXPECTATIONS
- YOU CAN THEN ADD LINKS TO YOUR SOCIAL MEDIA, BLOG, YOUTUBE, PODCAST, REVIEW LINKS
- RE-EMPHASIZE THE TIME AND EXPERIENCE YOU GAVE AND WHY THEY NEED TO SHOW UP ON TIME AND THAT YOU SEE ONE PATIENT AT A TIME

303



“If you keep doing what you’ve always done, you are going to keep getting what you’ve always got. You gotta switch it up!”

“Rich people think big. Poor people think small.”

“If you want to change the fruit, you have to change the roots. If you want to change the visible, you have to change the invisible first.”

“If you are willing to do only what’s easy, life will be hard. But if you are willing to do what’s hard, life will be easy.”

“The biggest obstacle to wealth is fear. People are afraid to think big, but if you think small, you’ll only achieve small things.”

“Successful people have fear, successful people have doubts, and successful people have worries. They just don’t let these feelings stop them.”

304

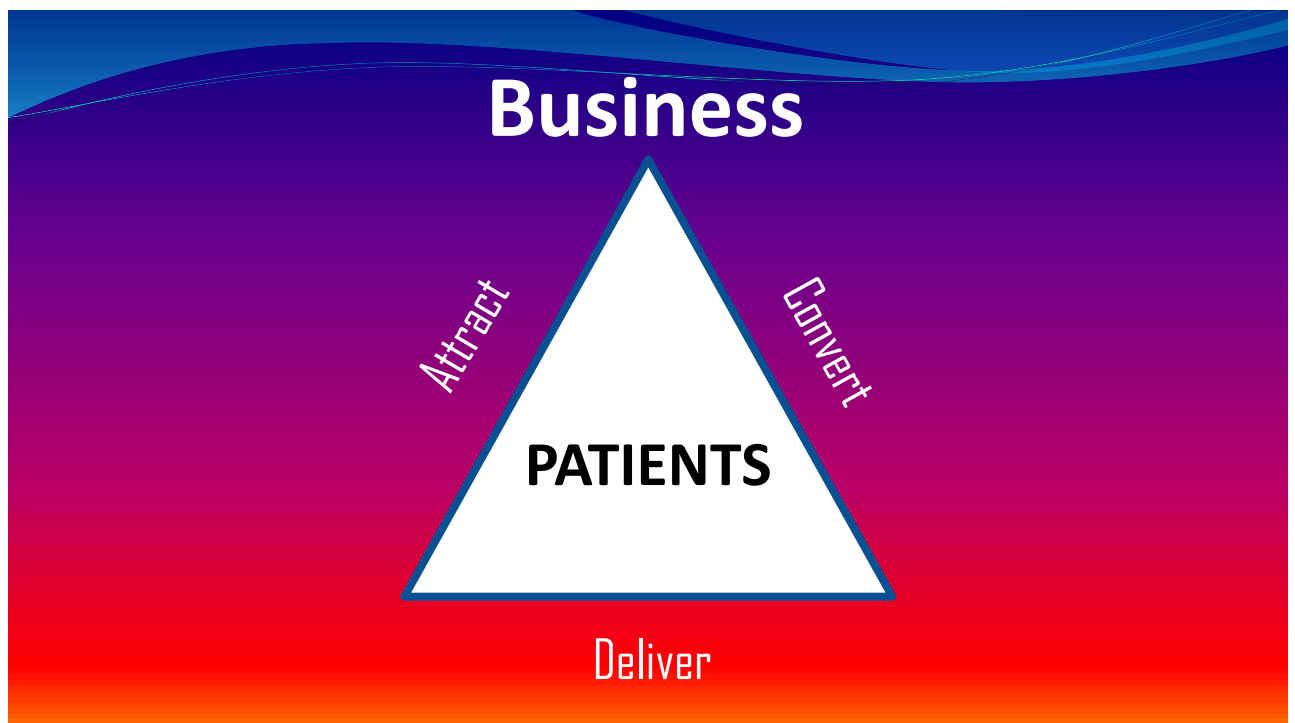
Personal Development...

Public Speaker Training

- Dale Carnegie
- Toastmasters
- Chamber of commerce
- Rotary club
- Kiwanis club
- Business groups
- **VERBAL SALES TRAINING**



305



306

Working Harder or Smarter?

- Look at your team
 - Is everyone trained to offer the same care and service repeatedly
- Protocols
 - Repetition and consistency
 - Scripts
 - Daily Procedures
- Accountability
 - Tracking & Monitoring Tasks
 - Business Phones



307

You Need A Coach.

- Corporate Dentistry has them
- Everyone needs assistance to excel
 - Staff training
 - Business advisors
 - Financial advisors
 - Marketing advisors
 - Retirement advisors



308

What happened to your piece of pie?



- More people working in the front than those producing the dentistry
- Layers of supervisors and managers, many of which have little or no patient contact
- A dental budget has:
 - rent at 5%
 - equipment at 5%
 - marketing needs at 3% to 10%
 - lab expenses at or more than 10%
 - dental supplies at 5%
 - total team expenses at 20%.
 - This item is one that you can control. It is the largest item in your budget. Most offices are staffed at closer to 30%.

309

97% of offices don't train.



310

An overwhelming majority of dentists report **staff-related issues** as the **No. 1 stressor** in their practices

Source: American Dental Association (ADA)

311

97% of offices don't train.



312

POOR EMPLOYEE TRAINING YIELDS:

3X more likely to leave
NEGATIVE IMPACT ON MORALE
STRESS!

Source: Harris Interactive Poll

313

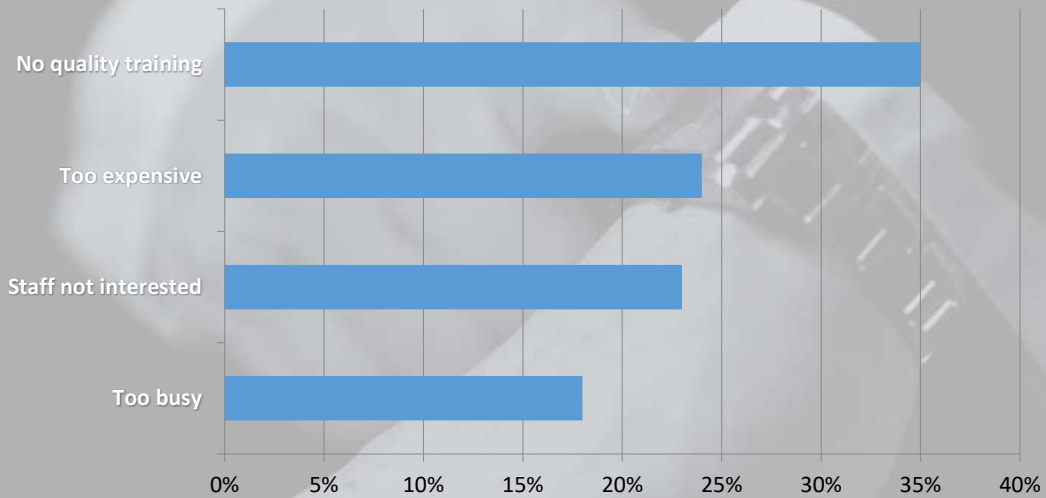
Your business won't be profitable & your team won't be productive, if your environment is not healthy.

Avoid an environment that can be described by any of these

- Lack of expectations
- Lack of integrity
- Micromanagement
- Lack of trust
- Favoritism
- Lack of clarity
- Lack of communication
- Indifference
- Lack of recognition
- Lack of accountability
- Do the work.

314

Training Barriers



Source: American Academy of Cosmetic Dentistry, The Digital Dentist, & All-Star Dental Academy 2014 Survey

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Technology Online

- Efficiency 24/7
- Accountability




316

students.allstardentalacademy.com/courses/

ALL-STAR DENTAL ACADEMY™

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Courses



Quick start brings everyone in your dental office to the same level of skill relating to phone verbiage training, productive dental scheduling, dental terminology, and HIPAA basics.

Instructors:

- Alex Nottingham, J.D., M.B.A.
- Heather Nottingham
- Lory Guzardo
- Lorne Levine, D.M.D.

[Begin Quick Start Course](#)

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- 14 Modules
- Quizzes
- Exam



Unit 1	Introduction Rapport
Unit 2	Foundation of Rapport
Unit 3	Fundamental Techniques in Handling People
Unit 4	Six Ways to Make People Like You
Unit 5	Mirroring & Matching
Unit 6	Outcome of Calls
Unit 7	How to Build Rapport
Module 5	Rapport 2: Personality types
Unit 1	The Know-it-All
Unit 2	The Storyteller
Unit 3	The Easy Peasy
Unit 4	The Rusher
Unit 5	The Informationalist
Unit 6	The Nervous Nelly
Unit 7	The Indecisive
Unit 8	The Price Shopper
Module 6	Rapport 3: Advanced rapport
Unit 1	Empathy
Unit 2	How Long to Build Rapport
Unit 3	VIP Process
Unit 4	Positive Language
Unit 5	Elements of the Rapport Process
Unit 6	Phone Success Quiz #02
Module 7	Engage: Foundation
Unit 1	Introduction to the Engage
Unit 2	What is Engage

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SCHEDULING ADVANTAGE

- 13 Modules
- Quizzes
- Final Exam



	View	
Module 5	Working with Emergencies	
Unit 1	Emergencies	
Unit 2	Scheduling Quiz #01	
Module 6	Broken & Changed Appointments	
Unit 1	Introduction	
Unit 2	Broken Appointment Policy	
Unit 3	Handling Broken Appointments	
Unit 4	Broken Appointments COSTS	
Unit 5	What patients must know	
Unit 6	Important Points	
Module 7	Confirmations	
Unit 1	Confirmations	
Module 8	Early and Late Patients	
Unit 1	Early and Late Patients Scheduling	
Unit 2		

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Resource Library

Search this website ...

Action Plan: Doctors
Start Now: Doctors
Doctors member guide to ongoing success with All-Star Dental Academy.
[Download](#)

Action Plan: Team
Start Now: Team
Team member guide to ongoing success with All-Star Dental Academy.
[Download](#)

Banish Broken Appointments Guide
Broken and rescheduled appointments have a massive negative impact on the health of your practice. This ebook helps you begin the process of putting together policies and training for your team to reduce or eliminate this tedious drain on practice pr...

Site Map

- Home
 - Manage Team
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 - Start Here: Team
 - Tour
 - Instructors
 - Terms of Service
- Courses
 - Quick Start
 - Phone Success
 - Scheduling Advantage
- Resources
- My Notes



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97% of offices don't train.



(954) 323-2220

1. Telephone Skills
2. Customer Care Protocols/Scheduling
3. Team's Role/Training
4. Resource Library
5. 24/7



321

YOU SPEND MOST OF YOUR TIME WHERE?



322



"YOU ARE IMPRISONED BY YOUR OWN MIND FROM THE STORIES & LIES YOU CREATE."



-Todd C. Snyder, DDS

323



324



325

CORPORATE DENTISTRY

- Is growing **15-20%** annually
- They compete for the same patient demographics as the solo practitioner.
- Discretionary income has shrunk for every segment of American society except the top 10%.
- Patient perception of dentists are changing based on work Performed, Marketing Seen and Fees offered.
- Run at lower overheads and have leveraged purchasing power.

329

INTERNAL V EXTERNAL

MARKETING

330



331

Pronounced Ingenious



www.NGenys.com

Websites, Brand, Social Media and More

332

Why you?



333

You want to be The One



334

Listen when I tell you....



335



336

Mobile Devices

- Have patients take a video or photo and post it.
- Write a review and post it.
- Check in on Foursquare, Facebook or Google etc..



337

Websites

- What products are available?
- Which ones should you have?
- How are they best utilized?
- Just because you have it does not mean it works correctly.
- How do you verify yours is correctly built and modified monthly?
- Who manages program?
 - Delegateable?
 - Training?
 - Learning curve?

338



Do you want to be a star?

339

Or a Sun?

Our single star is but one amongst 250 billion stars in our galaxy

340

Advertising Evolution- Internet & Social Media

- Traditionally Marketing was Expensive
- Internet is very Inexpensive comparatively
- Website (SEO Management/Quality Code/Page Speed)
- Reviews
- Social Media (need to claim them all with same name)
 - YouTube
 - Facebook
 - Twitter
 - Flickr
 - Instagram-no cost High Return
- Cosmetic Imaging
 - In Office
 - OUTSIDE OFFICE?

341

COST?

- Cant afford?
- You better find a way
- Scarcity Mindset will never allow you to get anywhere
- Social Media is FREE!!



342



343



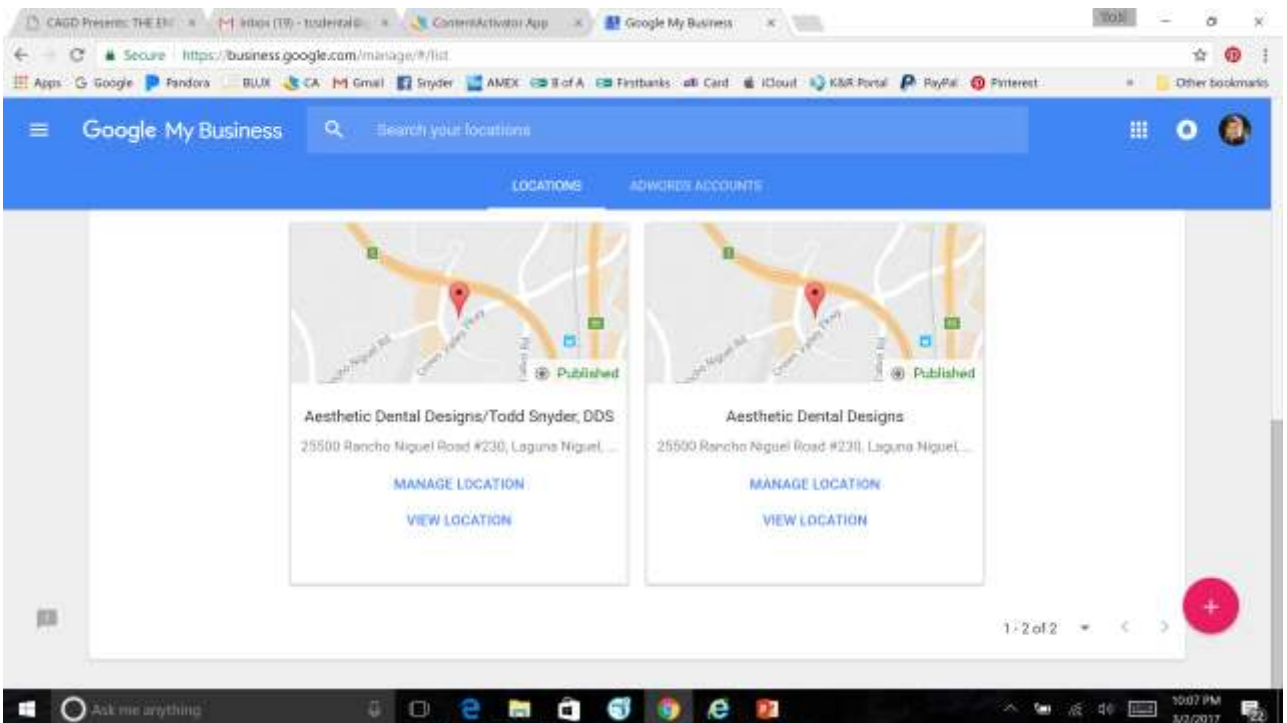
344



346



347



348



349

Facebook

- Over 2.19 Billion users
- Over 60% of US population has an account
- No other media source has this much attention, tv, newspaper, magazines, radios etc..
- Info on birth date, email address, place of work, education, interests, etc..
- Create your own profile and then a business profile
- You will be the original admin for the site

350

Personal Profile

The screenshot shows a personal Facebook profile for Todd Snyder. The profile picture is a headshot of a man in a suit. The cover photo is a tropical scene with palm trees and a sunset. The name 'Todd Snyder' is prominently displayed. Below the name are buttons for 'Update Info' and 'Activity Log'. The bio includes 'Owner at Aesthetic Dental Designs - Todd C. Snyder, DDS, PC' and 'Studied Cosmetic and Aesthetic Dentistry at UCLA Sch.'. The location is 'Lives in Laguna Hills, California'. The profile has 472 friends, 112 photos, 17 maps, and 11 likes. On the right side, there are sponsored posts, including one for 'E2H Local Generation Guide' and another for 'Alegro Classics'.

351

The screenshot shows a business Facebook profile for 'Aesthetic Dental Designs - Todd C. Snyder, DDS, PC Dentist'. The cover photo is an interior view of a modern dental office with a reception desk. The profile picture is a headshot of Todd Snyder. The name and title are clearly visible. Below the name are buttons for 'Timeline', 'About', 'Photos', 'Reviews', and 'More'. The 'PEOPLE' section shows a star rating of 5 stars, 193 likes, and 28 visits. The 'ABOUT' section includes a map of the office location. A recent post from July 18, 2018, features a photo of a group of people and the text: 'Team building at Del Mar Race Track turned out to be an amazing day for the office staff. Thanks Dr. Snyder!!'.

352



353

Visualization



354



355

Facebook

- Content posted in the early morning & evening have a 20% higher activity level due to work places blocking usage
- Thursdays have the highest level of engagement for brands in health & beauty industry
- Posts ending with “?” have a 15% higher engagement rate

356

Facebook

- Send out mailers, emails, texts letting people know you are on
- Give a flier to all patients at checkout with a Call To Action
- Advertisement in front office and website
- Post blog and patient reviews

357



358

Facebook Content

- Anything but not so often as to have people remove you.
- Website link, Demandforce link, local business profiles
- Blog link
- Photos- over 300 Million Uploaded Daily
- Staff input
- Videos
- Promotions
- Call To Actions!
- Limit posts to about 80 characters has shown higher engagement
- Use full URLs they get 3x higher activity

359

Facebook Content (or any Social Media)

- Limit the type of personal info, photos and activity that you post.
- HIPAA
- Employee Manual needs to be upgraded to cover usage
- Do not discuss patient/business matters
- Do not post fees or discounts (call for details)

360

SOCIAL MEDIA

ALS Ice bucket challenge raised how much?

Over 220 million for Lou Gerhig's disease over 17 million people did the challenge due to social media viral nature.



361

MY SOCIAL PRACTICE

- Social Posts
- Blogs
- Patient Engagement Tools
- Simple to implement dashboard
- Media Assistant
- Websites....



362

MY SOCIAL PRACTICE



363

Facebook

- Content posted in the early morning & evening have a 20% higher activity level due to work places blocking usage
- Thursdays have the highest level of engagement for brands in health & beauty industry
- Posts ending with “?” have a 15% higher engagement rate
- Would is one word having the highest potential “like”
- Post, comment and like are the most commonly used

364

Facebook

- Send out mailers, emails, texts letting people know you are on.
 - Solution Reach, Sesame, Demandforce automated information
- Give a flier to all patients at checkout with a Call To Action
- Advertisement in front office and website
 - DENToolz media marketing screen
- <http://www.facebook.com/badges/>
 - Profile, Photos, Like, Page
- After 25 Likes you can claim your vanity URL
 - ie. facebook.com/aestheticdentaldesigns
 - Claim yours at facebook.com/username

365

YouTube & Vimeo

- If a picture is worth a thousand words, then a video is worth millions.
- Demonstrate procedures, patient testimonials, staff
- YouTube videos can be embedded within blog posts creating more value as content.
- Need Videos embedded on website from YouTube & Vimeo

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YouTube & Vimeo

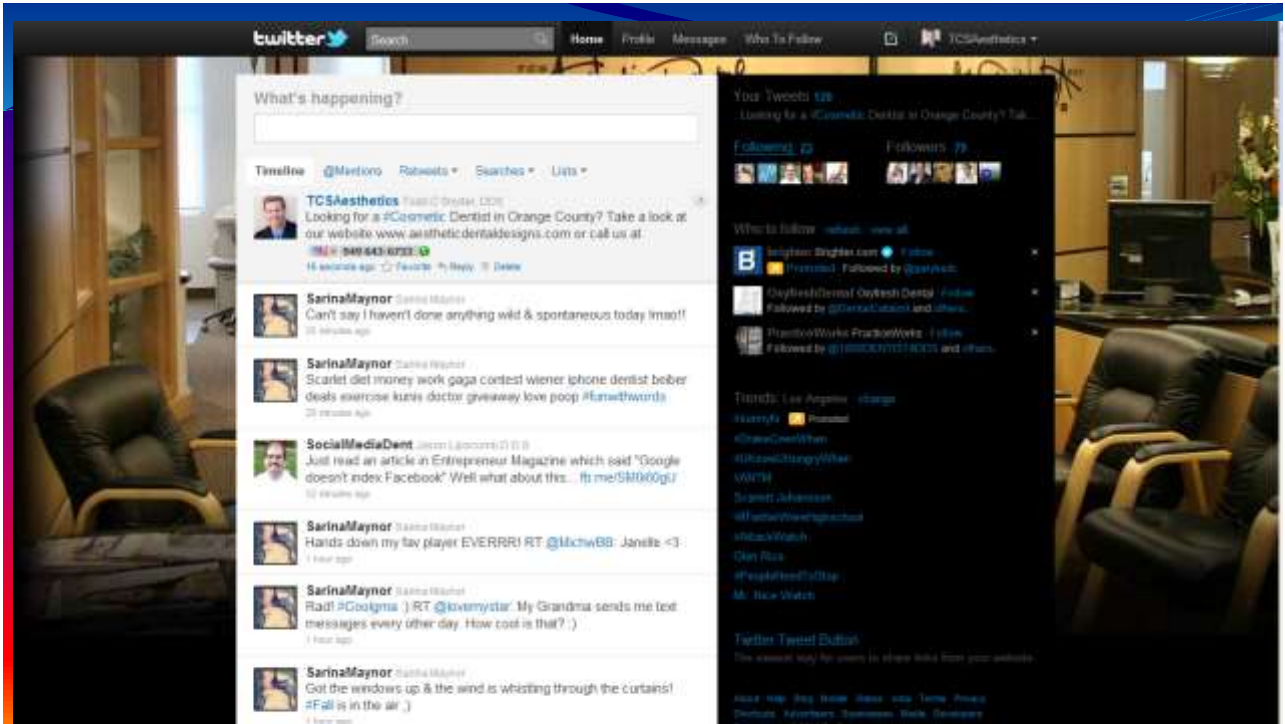
- Second most popular search engine second only to Google.
- Valuable SEO, Google ranks very highly and tries to put one in for each search content
- Keep videos short (30 seconds or less) so they will be watched to completion. This is important to rankings.
- Use keywords and business name to optimize for SEO.

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Twitter

- Over 974 Million Accounts
- 140 Characters
- Photos
- Links
 - Blogs, videos, etc

370



371



372



373

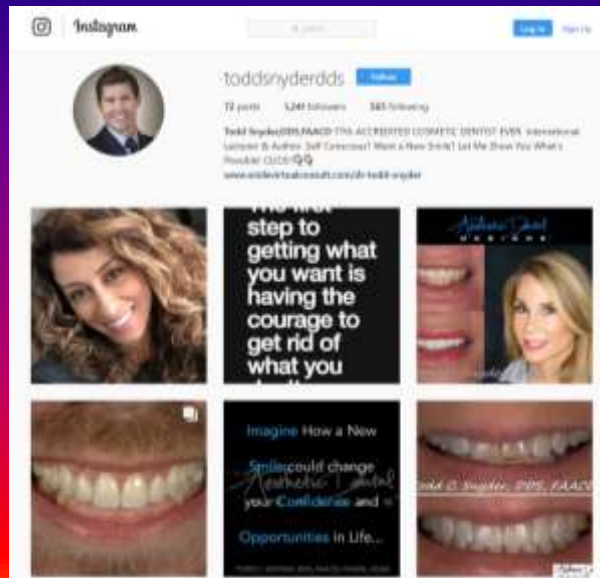
Instagram

- Growing faster now than Facebook. 800 Million in 2017
- Owned by Facebook
- Only has video and photo postings with small descriptions.
- # for searchable indexing
- Highly searched for photos

374

Instagram

- Indexable images
- Highlight your work
- Another Google Link

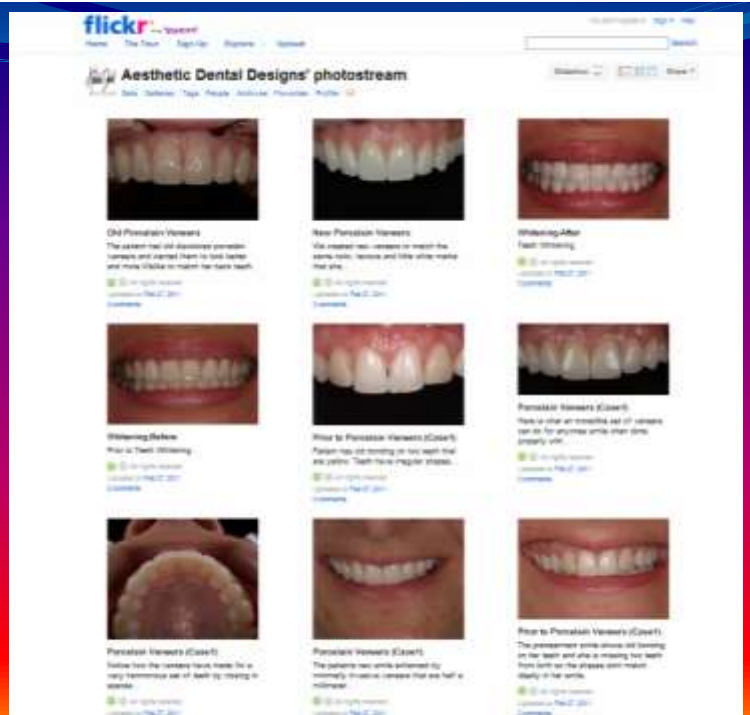


375

Flickr.com

Pinterest

- Image archive
- Indexed by Google
- Adds to online ranking



376

You are a source for information

- 80% of U.S. Internet consumers research health info online.*
- 24% of U.S. online consumers engage in some form of health related social media once a month or more.**

*Pew Internet Project

**Forrester Research

377

Relevant Information



378

Go ahead and follow these 5 basic steps

1

Look at big picture of brand & content across all platforms

2

Engage with photos, text, video using relevant content

3

What days and times are best to post based on public data?

Lunch & Evening

4

Create good links & hashtags, not just dental content make it personal

5

Create a daily, weekly & monthly calendar and assign tasks

379

PREPARE

Get better results at a lower cost??

"This is Overwhelming?"

What tools are available and do I have them? Where do I start?

"Consider the possibility"

You need to take little steps each day. As you get competent with one step, additional steps can be added. In months you will be doing many steps daily and weekly.

"Different approach"

Get better performance more easily when you and your staff do it yourself with help. Who knows your content and patients best? Someone just needs to oversee you.

380

END OF THE DAY

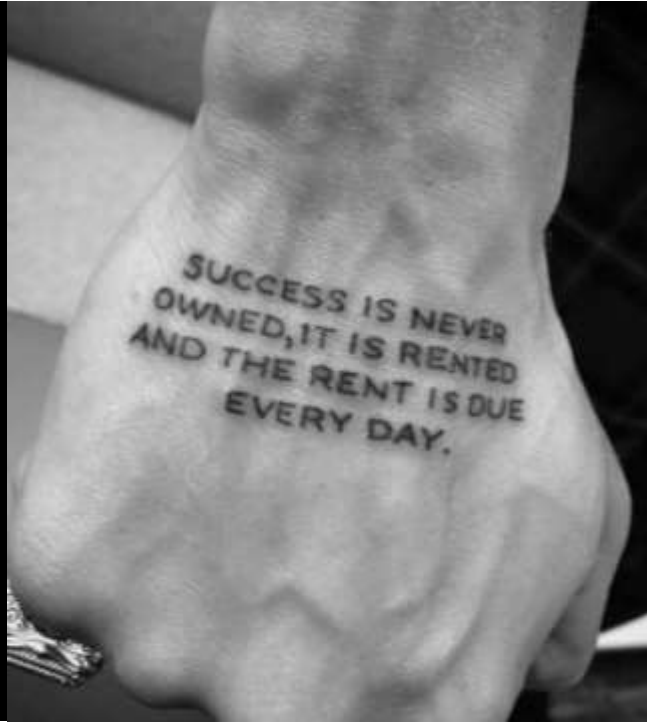
- PATIENTS WANT YOUR EXPERTISE
 - Your care
 - That you are honest
 - You know what you are doing.
 - They too want a good life
- THEY WANT TO GIVE YOU THEIR MONEY
- HOW DO I GET THEM THROUGH FASTER?

382



383

What can you do every day to grow you and your business?



384



385



388

TIP**Simplify!**

**Use a weekly program where you
provide work and content**

It teaches you how to provide the best content and keep you current.

389



390



391

Online Training For Dentists

www.LEGIONpride.com

- Reduce Your Stress & Build A Better Life
- Better Business & Communication Skills
- Incredible Marketing & Advertising
- Front Office Simplification
- Office Metrics/KPI
- Responsive Websites, Social Media
- Enhance Diagnostic Skills & Procedures
- Photography
- Elective Dentistry / Less Insurance Dependence
- Cosmetic & Restorative Dentistry
- New Materials, Techniques, Technology & more..



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Thank You
TODD C. SNYDER, DDS

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www.LEGIONpride.com