

January 20, 2012

Marketing & Practice Development with Larry Guzzardo, BSBA

at the Mid-Atlantic Center for Advanced Dental Study

Course Description

Marketing and building your practice during these difficult economic times can be an exhausting process with little return if not done effectively. Larry Guzzardo discusses the issues facing today's dentist with an emphasis on **generating more new patients, improving case presentation for case acceptance, and the best internal and external marketing practices** that dentists and their teams can use today and going forward. These and many other considerations will be discussed in this dynamic one day course.

Topics for Discussion

- Using the internet to attract new patients: What works and what does not
- Search Engine Optimization: Know what you are getting for your money and why it's necessary
- Effective strategies to correctly handle the new patient phone call
- Getting your staff on board so patients will accept complete care
- Verbal skills to present treatment and improve case acceptance.
- Three necessary components to every clinical exam.
- Specific practice numbers you should monitor and what they tell you
- How to maintain a stress free schedule and improve productivity
- Create balance between your practice and family lifestyle
- Plus much more

Larry Guzzardo, BSBC

Larry began his 24-year career as a training specialist where he delivered in-house training programs such as active listening, customer service, stress management, and career development. Since turning to full-time dental consulting 14 years ago, Larry has focused his talents and experience exclusively on dental practice management, business systems, and leadership development. Larry has presented numerous workshop series including, *Winning Patient Acceptance*, *Business Communication Systems*, and *The Leadership Challenge*.

Course Hours

Friday, January 20, 2012 – 8:00am – 5:00pm

**Tuition \$195.00 per dentist,
\$70 per staff (limit 1 staff member)**

Sponsored by

 **Bay View Dental Lab**

Mid-Atlantic Center for Advanced Dental Study

1207 Volvo Parkway | Chesapeake, Virginia, 23320 | 757-222-9843
mid-atlanticcenter.com



Marketing & Practice Development

Instructor - Larry Guzzardo, BSBA

January 20, 2012

Tuition \$195.00 per dentist, \$70 per staff (limit 1 staff member)

Name _____ DDS/DMD/CDT CDT# _____

Address _____ AGD# _____

City _____ State _____ Zip _____

Phone (office) _____ (fax) _____ (cell-optional) _____

E-mail _____

Staff member attending _____

What is the best time to reach you to confirm your registration? _____

How did you hear about this course? _____

Form of Payment

Full tuition

Bill Me *full tuition due 30 days prior to course date*

Check or Money Order enclosed

Visa

MasterCard

Card # _____ Exp. Date _____ V-Code _____

Cardholder Name _____ Signature _____

Billing Address (if different from above) _____

City _____ State _____ Zip _____

Please mail this form to 1207 Volvo Parkway, Chesapeake, Virginia 23320

Or fax to 757-583-8878

Thank you for registering! We will be contacting you soon with confirmation.

Mid-Atlantic Center for Advanced Dental Study

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