



GROW Your Specialty Practice



www.directorofdentistry.com

IDS Announces Two Practice Building and Growth Seminars in Dentistry in June at these locations...

**CHICAGO, IL
JUNE 8-9**

**SADDLE BROOK, NJ
JUNE 22-23**

The Institute for Dental Specialists is announcing the first ever Practice Building and Growth Seminars in dentistry, created specifically for Specialists. Glean two days of powerful information aimed at helping specialists stem the tide of lost referrals and shrinking practices. Periodontist Dr. Lee Sheldon brings you the marketing experts who have helped both him and countless specialists create thriving practices.

“Dr. Sheldon and Danyel are the ultimate gurus of dental/periodontal marketing.”
DR. PETER CORNICK – Somerville, New Jersey



This two-day program will give you the convenience of interacting with our experts in both group and one-on-one settings. It is unlike any event you have attended. We have brought together print, digital, online, practice management and sales experts who successfully work with specialists' practices, growing their patient bases as well as the value and scope of patient care. This is an event for the entire team and one not to be missed.

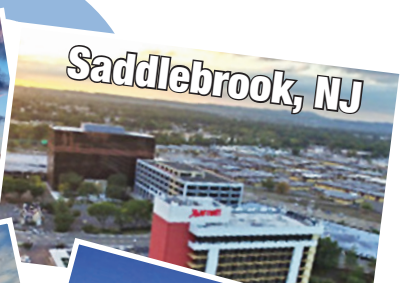
2 Venues

Hyatt Regency O'Hare • June 8-9

9300 Bryn Mawr Avenue | Rosemont, Illinois

Saddle Brook Marriott • June 22-23

138 New Pehle Avenue | Saddle Brook, New Jersey



“We have incorporated a number of the protocols with great success!”
DR. MICHAEL PIKOS – Palm Harbor, FL

Register Today... www.directorofdentistry.com



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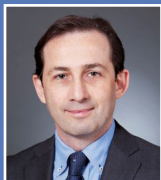
CHICAGO, IL • JUNE 8-9 | SADDLE BROOK, NJ • JUNE 22-23

SPEAKERS

DR. LEE SHELDON AND DANYEL JOYNER

Dr. Lee Sheldon is a practicing periodontist in Melbourne, Florida. Together with his office manager, Danyel Joyner, he has successfully created a practice where patients seek his counsel first. He then can refer to the best restorative dentists to create the ideal treatment for their patients. This lecture not only shows effective practice building tools, it shows methods by which the patient can discover the dental specialist as the first choice for patients with complex dental needs.

Dr. Sheldon and Ms. Joyner have spoken at the last two AAP meetings in Boston and San Diego, the Seattle Study Club, the board of the North American Society of Periodontists, and several state and regional meetings. They are the authors of the books, "The Perio Dilemma...How to Thrive Now" and "Advancing Your Specialty Practice."



DR. WALTER TATCH Better Oral Health. Naturally.

Dr. Walter Tatch is a board-certified Oral and Maxillofacial Surgeon and has been in private practice for over 14 years. He is a graduate of the University of California at San Francisco and the University of Illinois at Chicago. Dr. Tatch is a Fellow of the American College of Oral and Maxillofacial Surgeons, American Association of Oral and Maxillofacial Surgeons and International Association of Oral and Maxillofacial Surgeons. He is also a member of numerous professional organizations including ADA, CDA, and American Academy of Cosmetic Surgery. Dr. Tatch has lectured on numerous topics in maxillofacial surgery at local societies and professional meetings. His area of expertise encompasses the full scope of oral and maxillofacial surgery, including dental extraction, complex hard and soft tissue reconstruction, dental implants and bone grafting. Dr. Tatch has devoted his career to excellence in patient care and comfort. He recognized early on that every patient has unique and specific needs. With the well being of his patients as his primary focus, he committed to develop and deliver a natural, safe alternative to conventionally prescribed narcotics and steroid medications to help his patients fully recover after their surgical procedures and to maintain oral health. StellaLife VEGA Oral Care Products are the outcome of over 13 years of clinical experience and collaboration with leading homeopathic physicians and pharmacists.



TODD GOLDMAN

Todd Goldman is President of Goldman Dental Management. He has worked within the dental, publishing and meeting fields for over 27 years. He has managed numerous sales organizations and trained more than 100 salespeople during his career. His background in sales is second to very few. His sales volume totals in the hundreds of millions and has sold on a corporate and individual level. Mr. Goldman has an in-depth knowledge of the sales process, but more important is his ability to train both salespeople and non-salespeople. With his intimate knowledge of the dental field, he is able to work with dental staff members, including the dentists, to improve their sales knowledge and ability to enhance treatment acceptance. His current and past clients include the Who's Who of dentistry: The Academy of General Dentistry, The Chicago Dental Society, The AACD, The Western Society of Periodontology, The American Academy of Periodontology and about a dozen more.



IAN MCNICKLE

Ian McNickle is the Co-Founder and CEO of WEO Media, a national dental marketing agency serving over 700 dental practices. Under his leadership, WEO Media has quickly grown to become one of the most widely respected dental marketing firms in the country winning the 2017 & 2016 "Best of Class" Award for Websites and Online Marketing. Ian also writes articles for Dental Products Report, The Progressive Dentist, Implant Practice US, Orthodontic Practice US, Dental Sleep Practice, and Endodontic Practice US. Ian has a Bachelor's degree in Mechanical Engineering from Washington State University and an MBA from the University of Washington.

KEITH & DEBORAH GILLEARD



KEITH has over thirty years of experience in marketing, public relations and market research. He has been the editor of an international magazine, the founder and director of the market research department of a major advertising agency, director of public relations for an international non-profit organization and photographer of celebrities.

DEBORAH has over twenty-five years of experience in marketing, marketing management, graphic design, market research and marketing strategy. Known for her marketing expertise, Deborah is a sought-after leader for seminars on marketing and internet marketing, as well as a consultant for corporations on their marketing strategies.



Keith and Deborah began their own marketing agency in the late 1990s. They provided top-of-the-line market research, marketing strategies and marketing to a variety of types of companies, from start-ups to multi-billion-dollar corporations. In 2008 they began to transition over to dental marketing and developed techniques for this specialty. Both Keith and Deborah are passionate about assisting doctors in their efforts to help people who need good dental care.



BETH BOGAN

Beth believes in creating relationships through live chat that offer patients the opportunity to receive the care they need, deserve, and desire - making a difference in the quality of their lives and health. Since co-founding Ace Chat with her sister Joanne in 2011, she strives to create a positive environment for her clients, their patients, and her amazing team. Blending attention to detail with her enthusiastic spirit, she is fearlessly committed to living the best life possible. In her free time, Beth can be found loving on her family, planning their next adventure, curled up with a good book and a cup of hot tea, and always outside whenever possible!

PROGRAM

MAKING YOURSELF INDISPENSABLE IN YOUR COMMUNITY

Dr. Lee Sheldon and Danyel Joyner

You are unlike any other dentist. You have critical thinking skills, training, experience, and the needs of your patient uppermost in your mind. How unique you are in today's dental environment. Yet, the specialist may not be seeing all of the patients that he or she should be seeing. What is it that provides you with the magnetic attraction to draw patients to you? How do you become the go-to doctor without getting your referral sources upset? How do you set yourself in a position where patients will choose you first? Our two-day presentation will give you the tools to separate yourself as an expert, to raise your stature, and attract patients to you for care.

• **What Separates You?**

There are key elements to who you are and what you do. But how do patients know that you are different? This strategy will show you how. You will create your own "What Separates Us" document to take home and distribute.

• **How to Make Your Phone Scheduler Your Best Salesperson**

Does your phone scheduler just answer the phone or is she active in building you up so that the patient knows that you are the best doctor for treatment? These no-fail tactics will make your prospective patients your cheerleaders before the patient even walks in the door.

• **Creating Community-Wide Support**

Do you want to be an icon in your community? This tested strategy will get you awards, recognition, and referrals while you help your community.

• **The Key Technology that Separates You from the Others**

What items advance your practice and assure a WOW experience? These affordable technology items will put you at the top of the list.

• **Making Google Work for You at Little or No Cost**

Prospective patients "shop you" even if they are referred. How do you make your Google profile stand out?



THE FULL ARCH CASE - THE PERIODONTIST'S ADVANTAGE

Dr. Lee Sheldon and Ron Dubois

Session Description:

The dental implant clinic is becoming prominent in every community. The patients seeking treatment in such a facility have often lost confidence in dentistry and see dental implants as the only option. Yet the periodontist and prosthodontist can give the patient options that the implant clinic can't. This talk will show successful strategies to attract the full-arch patient to the specialist for the real choice.

REVIEW OF PHARMACOLOGICAL RATIONALE AND ALTERNATIVES IN A DENTAL PRACTICE

Dr. Walter Tatch

Synopsis:

The opioid crisis and antibiotics overprescription are a national emergency and have been claiming lives for years. US life expectancy fell last year for the second year running for the first time in more than half a century, reportedly driven by the worsening opioid crisis. Superbugs that are resistant to most of the available antibiotics are becoming more prevalent. In this presentation, we will discuss natural alternatives to pain management that can significantly decrease and in some instances eliminate the need for opioids for the management of pain after various dental procedures. The discussion will also include antibiotics rationale in a dental practice as well as current trends. A review of VEGA Oral Care products by StellaLife and its wide application in dentistry will be included.

Learning Objectives:

1. Review of rationale and mechanisms of antimicrobial and pain management in dental practice.
2. Learn about alternatives to reducing and possibly eliminating opioids from your practice.
3. Learn about natural alternatives that will transform your practice and allow your patients to recover faster after various procedures.

THE FOUNDATION OF SUCCESSFUL SELLING

Todd Goldman

Session Description:

Sales are easily won and lost based on the conversations you and your sellers have with your patients. The common thought process is that sellers make mistakes along the way – but that is too easy to diagnose. More often mistakes are made before the sales process really starts. How much do you know about your patients? How much time do you actually spend getting to understand what your patient really wants? And are you leaving the most crucial aspect, THE CLOSE, to people who have never even been trained to sell...or who may not even like to sell. Patients aren't like they were 20, 30 or even 10 years ago. They are wiser and more educated. The days of blind treatment acceptance from an expert in a white lab coat are long gone. So even after putting in place a great marketing campaign, a gorgeous and informative website, do you still find that you may not be converting as many treatment plans as you hoped?"

Learning Objectives:

Todd Goldman will offer you steps, strategies and tactics that are the foundation of successful selling, and the key selling skills your dental team needs to get more patient compliance and treatment acceptance.

BREAKTHROUGH DENTAL MARKETING – NEW PATIENT GROWTH & ONLINE MARKETING BEST PRACTICES

Ian McNickle

Course Description:

In this seminar we will explore the most important aspects of online marketing for dentists including website optimization, social media, online reviews / reputation management, SEO for Google rankings, PPC for new patient leads, and videos. Case studies will be used throughout the program to illustrate best practices. We will review how to track and measure results as well as how to determine Return on Investment.

Learning Objectives:

1. Learn best practices for optimizing your website to convert new patient leads and rank highly on Google search rankings.
2. Discuss best practices for generating positive patient reviews on the major review sites (Google, Yelp, Facebook, and Healthgrades) and dealing with negative reviews.
3. Review the major social media platforms with a particular focus on best practices for how to leverage Facebook.

EFFECTIVE PRACTICE MARKETING MADE SIMPLE

Keith & Deborah Gilleard

Session Description:

Join marketing experts Deborah and Keith Gilleard for an informative session focused to help you learn how to market your practice and drive in new specialty cases. From Internet Marketing to Patient Acceptance, Gilleard Dental Marketing has developed researched and proven techniques to enhance your marketing and help increase your number of new patients.

Learning Objectives:

1. Effective Practice Marketing for Dental Specialists
2. Demystifying and Simplifying Internet Marketing for Dental Specialists
3. The Key Ingredients that Create Successful Marketing for Dental Specialists

LIVE CHAT - THE UNTAPPED POTENTIAL FOR YOUR PRACTICE WEBSITE

Beth Bogan

Session Description:

We will discuss customizing your chat service just as you customize your dental treatment plans. You'll see why Chat can improve your business, boost sales, increase patient convenience, and give you a competitive edge.

Learning Objectives:

- Purpose of a Live Chat
- How to select a chat company
- What you should expect from a chat company

**"Dollar for dollar,
the information you
disseminate is truly
a bargain."**

DR. MARVIN PRICE
– Massapequa Park, NY





REGISTRATION FOR GROW Your Specialty Practice SEMINARS



Yes, please sign me up for the
Grow Your Specialty Seminar in...
2-Day Seminar

**CHICAGO, IL
JUNE 8-9**

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**SADDLE BROOK, NJ
JUNE 22-23**

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Get the Video Training series the fantastic five-disc video training series for staff and doctors that will increase the number of patients scheduling with you @ **\$1485** and receive the Treatment Planning from Concept to Patient Acceptance five-disc series Free.

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