

36th International Conference on

DENTISTRY & DENTAL MARKETING

&

18th Annual Meeting on

ORAL CARE & ORAL CANCER

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Ray Caruso

Lone Peak Dental Group, USA

Big data? Big deal... what do I do with it?

We all have the luxury of big data surrounding every aspect of our dental offices including new patient visits, average production per visit, cost per acquired patient, twelve-month production average and patient-to-patient referral numbers. We all spend millions of dollars annually on SEO, pay-per-click, direct mail and anything else to get the phone to ring. We see our results daily, weekly and monthly but can't seem to move the needle. We know why it's important and how it is useful for improving operations. But how do you make it just as important to the working dentist at your practices? What's the best delivery method so you can build value in your brand and improve your relationship with your providers? And finally, how do you get buy in from the teams so you can stop spinning your wheels? Ray Caruso brings his unique presentation style of humor mixed with straight-forward common sense, to answer the questions we all want to know. His experience working with a variety of payor-mix offices throughout his career prepares all owners, leaders and teams to unpack office cultures, know doctor and team agendas and deliver on execution and change. You will walk away with the ability to not only interpret and understand data but have tools and concepts to create an action that makes a difference. Ray Caruso is the CEO of Lone Peak Dental Group, a collection of specialty dental practices throughout the United States. His early days with Heartland Dental shaped his business acumen and provided the basis for his growth into new operational roles. He later joined Decision One in Chicago as their COO, tripling their revenue and profits in three years. Finding and getting the most out of amazing people is his greatest strength. At Lone Peak Dental, he built an infrastructure necessary to support and grow it into a \$70million dollar company.

Biography

Ray Caruso is the CEO of Lone Peak Dental Group, USA.

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