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Dental marketing secrets for a full appointment book

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Marketing your practice to attract the right kind of patients, to keep them active and to ensure they refer you is no easy task. The objective of this talk is to help dental professionals better understand how to effectively market their practice, build long term relationships with their patients and take the hard work out of dental marketing. You may realize that marketing your dental practice is getting harder as there are more and more ways to market your practice. The rapid changes in online marketing are forever changing and it is almost impossible to keep up. You therefore want to be able to focus your main energy on running your dental practice. You want to know that you are using the right marketing tools and techniques to ensure that you are attracting the right new patients and creating a long-term relationship with them. This talk covers a 9-step systematic process in marketing a dental practice that when done correctly, ensure that dental professionals will not only have an understanding of what they could be doing to successfully market their practice but also enable them to plan, track and execute marketing campaigns in an effective manner. The following are the 9-steps to build your relationships with your patients and to successfully market your dental practice: Step 1-get back to basics; step 2-start with a plan; step 3-build the right foundation; step 4-attract the right patients; step 5-reactivate and retain your existing patients; step 6-build your referrals; step 7-learn to listen; step 8-build your relationships, partners and profile; and step 9-remember to review, reflect, revise and retry.

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An introduction to holistic integrative dentistry

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There are numerous opportunities for holistic dentists, doctors and natural healers to integrate their services to provide a more whole body approach to dental disease. This lecture will introduce students to holistic dental concepts and terminology; alternatives to root canal, mercury and BPA-free fillings, holistic sleep medicine, acid-base buffering and non-surgical approaches to periodontal disease. Dentists with these tools will have advanced referral and employment experience and be able to compete in the global marketplace. Salivary acidity is an under-utilized body measurement that can be used by doctors to treat both systemic and oral disease. Normal saliva has a PH of 7.2, but only in a more alkaline environment can teeth and bone remineralize. Increased alkalinity is an important resource in the naturopathic treatment of digestive, hypertension, cancer, and autoimmune diseases. ALKA-WHITE, created by Dr. Lewis Gross, is a natural mouthwash made from essential oils and spices. Published research supporting ALKA-WHITE will be presented at this lecture. Oral chelation from heavy metals and mercury, the patient's ability to eliminate toxins, stimulating immune response to treat infections, and an integrative approach to sleep apnea, are exciting new opportunities for dentists.

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