The Second Annual New Jersey State Forum on **Dental Practice Management and Marketing** Wednesday October 17th, 2007 - Woodbridge Hilton





Mark Dilatush VP, New Patients, Inc.

CEO, New Patients, Inc.

I don't just want patients ... I want GOOD Patients

This seminar starts out with the foundation principles of establishing a solid marketing plan for any dental practice. From there, attendees will learn the top 10 mistakes most dental practices make when promoting their practice. After learning how to avoid those top 10 mistakes, attendees will learn which marketing mediums to use, when to use them, how to use them, along with quite a few examples what works, what doesn't work, and most importantly - why.

> - Learn how to establish a sensible marketing budget - Allocate your marketing budget appropriately and effectively - Understand which mediums to use and what to expect from each - Learn what not to do, what to do, and why



lackie Dovle Practice Development Coach **Staff Driven Practices**

Powerful Systems for the New Patient Experience

Jackie will be teaching specific systems that will allow your team to establish a process that creates the right impression and sets up long-term successful relationships.

- Learn how to effectively handle the initial phone call for emergency and non-emergency new patients, and how to qualify the best new patients for your practice - Establish a "New Patient Experience" that will enroll patients in your practice in a way that creates lifetime patients who accept treatment and follow the policies of the practice

Date: Wednesday, October 17th, 2007 Time: Registration & Continental Breakfast - 8:00am Seminar begins at 9:00am and ends at 4:00pm

Iselin, NJ 08830

\$89 per each team member

To Register Today ... Call (973)812-2188 or Fax this form to (973)812-1996

Doctor Name (please print)	Tuition: \$129* per doctor x
Address CityStateZip Phone Fax	\$89* per team member x = \$ Totals = \$ Continental Breakfast and Lunch will be provided
PhonePrizes raffled off throughout the day	
Visa Mastercard American Express Check Enclosed Mail to: Staff Driven Practices 40 Galesi Drive, Wayne, NJ 07470	
Credit Card #	Date Signature



CEO, Staff Driven Practices

Great, we're getting new patients, but how do we keep them?

Generating new patients through internal and external marketing is only half the battle. The other half is retaining those new patients to become lifetime patients who accept treatment, pay you, keep their appointments, show up on time, and enthusiastically refer others. During this section of the program, some of the topics to be covered are:

- Creating and maintaining effective communication - Establishing effective and sustainable systems - Managing issues with meaningful policies - Having your staff drive your practice - Increasing case acceptance through learning the five "C's" of case presentation

Arnold Brown, DMD

Navigating the Dental Insurance Maze

As a dentist that has been practicing for over 25 years and has served as a dental consultant for several major insurance carriers, Dr. Arnold will present his vast knowledge on various aspects of dental insurance which will give you the necessary tools to level the playing field.

> - The Dental Consultant - "Friend" or "Foe"? - The new ADA claim form - Contracts - Pre-Determinations - Coding - CDT - Electronic Claims - Electronic Funds Transfer - Dental Potpourri - Avoiding "Red-Flags"

Location: Woodbridge Hilton **120 Wood Ave South**

- much more!

Tuition: \$129 per doctor

