



## The business of dentistry is more competitive than ever.

All dentists and team members will benefit from an in depth understanding of marketing.

The dental environment is ever-changing. A practicing orthodontist for over 25 years, Dr. Ann Marie Gorczyca shares concepts, experiences and strategies to gain new patients and grow your practice from the ground up. Applying these marketing principles will help you achieve your goals. Join us and learn a **strategic, organized approach** to effective dental marketing which includes the following key areas:

### COMMUNITY

New patients need to discover you, get to know you, and learn your story. Dr. Gorczyca discusses the A, B, C, D, E's of dental public relations marketing which include: *Any Time/Any Place, Brand, Communication, Discovery, and Experience*. These tips will bring your dental practice out into the community and the community into your dental office.

### RELATIONSHIPS

Your interactions which educate, communicate, participate, produce, and thank referring colleagues are powerful for creating referrals. Your respect and enthusiasm for the doctors with whom you work will lead to better interdisciplinary dental teamwork and produce not only more referrals but also a higher degree of case acceptance and patient happiness.

### PATIENTS

With attention to your patients, their experience in your office, and the things they love, the doctor and team implement a strong internal marketing system. Dr. Gorczyca's tips will help you create a warm, happy, fun dental office environment where patients feel well cared for, loved, and motivated to refer their family and friends.

### LEARNING OBJECTIVES:

- Learn ways to participate in the community to build practice awareness.
- Gain insights for networking with your dental and medical colleagues.
- Understand what patients love and what motivates them to endorse your practice to their family and friends.
- Recognize the many roles which the dentist, team members and patients play that contribute to the gaining of new patients.
- Create your individual marketing calendar for implementation in your dental office.
- Know how to make your patients feel special, your team more engaged, and your office just a little more fun!

### Suggested Audience:

Dentists and  
Team Members

### Suggested Format:

Full or Half Day;  
Workshop; Keynote

*"Ann Marie takes a **scientific approach** and applies it to dental practice marketing."* -Fred Joyal

