

Turn Your Dental Practice Into A Successful Busin

Coach Heidi Mount's claim to fame is helping dental offices make \$500+ more a day on tomorrow's schedule. By sharing her unique and "anyone can do" steps, you all can transform your dental practice and live your ultimate lifestyle. She reveals exactly how each team member can help the office earn more than \$10k a month and consistently reach your collection goals. You can do this in a way that cultivates a healthy, high-performing culture that loves their job and respects you. By reading her book, you will unlock hidden treasures in a modern world and learn the unspoken secrets to catapulting your business! In "Hidden Treasures" she will show you how to: Relieve stress from your shoulders Develop systems that streamline your dental practice Gain your IDEAL new patients Minimize employee turnover to avoid "crisis hiring" Uncover Hidden Revenue. Avoid roller-coaster income Improve your case acceptance so patients don't walk out the door. Develop Leadership Skills. Prevent Holes In The Schedule And Schedule To Goal. Learn how each person can add \$500 more a day in your practice by knowing the action steps that all successful practice do. So many checklists, key performance indicators, scripts, creative ideas, and simple systems that improve your business consistently. Heidi provides leadership and employee traits for a win win situation. Hidden Treasures will inspire each and every team member to reach their dream destination!

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This book is designed to meet the needs of both dental students and dentists by providing succinct and quickly retrievable answers to common dental questions. Students will find both that it clearly presents the particulars which should be familiar to every dentist and that it enables them to see the big picture and contextualize information introduced to them in the future. Practicing dentists, on the other hand, will employ the book as a daily reference to source information on important topics, materials, techniques, and conditions. The book is neither discipline nor specialty specific. The first part is wide ranging and covers the essentials of dental practice while the second part addresses individual specialties and the third is devoted to emergency dental treatment. Whether as a handy resource in the student s backpack or as a readily available tool on the office desk, this reference manual fills an important gap in the dental literature. Enabling readers to apply clinical governance in their workplace as individuals and as practice teams, this guide emphasizes what individuals and workplace teams can do to identify their own learning needs, and shows how to draw up and prioritize action plans.

5 Key Strategies to Predictable, Significant and Sustainable Results

A Step-by-step Guide to Finding, Analyzing, and Purchasing the Right Practice for You

The Business of Dentistry

Dental Practice Hacks

Building or Refreshing Your Dental Practice

How to Buy a Dental Practice

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Market Yourself Effectively and Accelerate Your Results

WANT TO GROW YOUR PRACTICE IN THE NEW ECONOMY? Examine what you are doing today and diagnose the best treatment for your practice moving forward. You know the Great Recession created big problems for many dentists. It exposed dental practices to inefficient and ineffective processes, protocols and skills that suppressed production growth. The problem areas, primarily, are: No-shows and cancellations, fewer new patients and referrals, and fewer cases completed There is no leeway in today's dental practices for operational inefficiencies. Inside these pages, you'll discover the 5 key strategies to predictable, significant and sustainable results! 1. HOW to create consistently exceptional Patient Experiences 2. WHY a Strategic Plan is a "must have" to predict your future 3. HOW to Fill-the-Schedule and keep it full 4. CASE Completion, not case acceptance: the magic wand to big increases in production 5. HOW to Lead your team to Performance, instead of managing work.

The parallel aims of a dental practice

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are to deliver excellent patient care through highly trained and motivated employees and to maximise income and profit. Achieving these aims as a practice manager demands a clear vision, sound preparation, planning and marshalling of resources, broad business knowledge, an understanding of a rapidly changing world, and above all wise judgement. So why Genghis Khan? Although some in the West see him in negative terms, the Mongol leader created one of the world's greatest empires. His hugely successful strategies included intelligence gathering, understanding his rivals' motivations, being quick to learn and adopt new technologies and ideas, and successful people management. Genghis Khan is one of history's most charismatic and dynamic leaders - and you will need all his skill, strength and tenacity to succeed in both dentistry and business. This how to.' book on survival and empire-building in the dentistry business is ideal for anyone who owns, aspires to own, or is involved in managing a practice. It contains advice relevant to both small

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and large practices, to dentists working in the National Health Service (NHS) and private practice, and to general and specialist practices. This book provides practical strategies for dentists to effectively and confidently communicate with many dental insurance issues, as well as with their patients and members of their staff. Providing real-world examples and sample letters, the book includes specific guidance on how to handle common communication scenarios to avoid being caught off-guard or unprepared. Leadership and Communication in Dentistry begins with a unique section discussing communications with insurance companies, including negotiations, PPO contract issues, appeals letters, and more. It then includes chapters on communicating with patients, addressing how to listen to their concerns and motivate them, and staff, emphasizing how to be a better leader and institute office policies. The final section explores how dentists can use leadership and communication skills to improve their practice of dentistry.

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Provides concrete guidance on how dentists can confidently take the lead on conversations with dental insurance companies, their staff, and their patients Includes real-world examples of how to lead through communications Divided into sections covering communications with insurance companies, dental patients, and staff members Teaches that being mindful of proper communication and leadership skills will create a true balance for the successful dentist leader to become successful at living Leadership and Communication in Dentistry is a must-have resource for any dentist or dental student wishing to improve their communication skills.

Managing a Dental Practice

How Dentists Can Build a Fascinating Brand and Achieve More While Working Less

Dental Wealth

The Ultimate Strategy for Dental Practice Growth

Physical Evaluation in Dental Practice

The Ultimate Guide to Digital Marketing for Your Dental Practice

Proven Growth Strategies for Your New

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or Existing Practice

365 Days of Social Posts for Dentistry is a daily guide for dental practices to create funny, informative, educational and engaging social media posts centered around getting and keeping patients. Each day of the year includes examples of what to say and how to say it with links to live examples. "No Dental Office Marketer should be without this valuable tool!" - Ed Zuckerberg. "Every dental practice should have a copy of '365 Days of Social Posts for Dentistry.' It's the perfect gift for study clubs and dental companies to give as thank you gifts to referring practices and to dental companies' customer bases." - Linda Miles. "No more guessing about what to post on social media. This book is packed full of great ideas. Thanks, Rachel." - Dr. David Fantarella. "An essential for your social media tool box! Excellent launch pad ideas you can personalize for your practice. Keep this book handy, and you'll never be at a loss for words" - Rita Zamora. "I never knew there were so many dental 'holidays.' 'Love Your Teeth Day' is my new favorite."- Amy Pelchat, Granby Dental Center. "When done right, social media is a sure fire way to get new dental patients. This book will ensure you do just that."- Naomi Cooper. 100% of the proceeds from 365 Days of Social Posts for Dentistry are being donated to Oral Cancer Cause. OCC provides financial support to improve the quality of life for oral cancer patients. To learn more visit, www.oralcancercause.org. Rave reviews for Dentistry's Business Secrets! "Dentistry's Business Secrets by Dr. Ed Logan is a gift to dentistry. If you are a struggling or brand new practice, this book just might be the inspiration you

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need to help turn things around!” Howard Farran DDS, MBA, MAGD Founder and CEO, DentalTown Magazine and DentalTown.com “In a well written and easily understood book, Dr. Ed Logan has answered in a practical way many of the most important questions about dental practice. The information in the book will be valuable to practitioners of all ages.” Gordon Christensen, DDS, MSD, PhD Founder and Director of Practical Clinical Courses (PCC) “If you are a dentist who is ready to seriously grow your practice, Dentistry’s Business Secrets will certainly help you reach your goals! Written by a real dentist who has “been there and done that,” we consider this book a MUST READ for anyone in our profession! Dr. David Madow Dr. Richard Madow “The Madow Brothers,” Co-founders, The Madow Group, Creating Success for Dentists since 1989! “Finally! A book that gives step by step instructions for operating an effective and efficient dental practice. Whether you are a brand new dentist or a seasoned dental professional, the systems outlined in this book will not only help you become more profitable, but will actually make your chosen profession more enjoyable. Don’t just read this book, but implement the systems outlined in it and enjoy the success that follows. This book is a must read for every dental professional!” Larry Mathis, CFP® Author, Bridging the Financial Gap for Dentists “Ed Logan is a great business person who happens to be a dentist, and therein lies his value to us as his readers. Dentistry’s Business Secrets is a game plan for turning your dental practice into a thriving business. One of the best practice development investments you will ever make!” Eric Herrenkohl President of Herrenkohl Consulting

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Whether you are a new dentist opening your first practice or an experienced dentist looking to take your current practice to the next level, Dr. Edward Logan's new book on dental practice growth will help you achieve your goals. Written by a dentist for dentists, Dentistry's Business Secrets reveals the vital business truths Dr. Logan perfected while growing three successful dental practices from scratch. If you desire to maximize your practice value in the most efficient manner possible, then Dentistry's Business Secrets is your A to Z guide to success. Uncover the essential truths not taught in dental school and watch your practice life become less stressful, more predictable, more enjoyable and more profitable! Successful practice sales are far more unlikely if the sale strategy and planning is left for the year (or two) immediately preceding the desired sale date. Multiple approaches to practice sales are possible. Some of the most effective approaches must be planned, and initiated, 3 - 5 years in advance. Each optional approach is different. The available options are not equal in terms of their likelihood to meet a specific location, not all approaches will work, and some may be far more effective than others. Dr. Stollings explores the optional approaches, explains each, and guides the reader in selecting the approach that best matches his / her specific practice, location, circumstances, and objectives.

A Practical Guide to Management

*From Ordinary Practice to Extraordinary Experience
Dental Practice Strategy Guide*

*Hearings, Before a Subcommittee of the Committee
on Interstate and Foreign Commerce, House of
Representatives, Eighty-fifth Congress, Second*

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Session on H.R. 6874 and H.R. 6875. April 22, 23, and 29, 1958

*How to Exit Your Dental Business Rich
Protecting Your Dental Office from Fraud and
Embezzlement*

How To Build The Dental Practice Of Your Dreams

This highly practical guide has been completely revised, updated and expanded, highlighting the changing face of dental practice today. It considers characteristics common to successful organisations and applies them to the profession of dentistry. Focusing on 8 key strategies, it is specially designed to develop a thriving dental practice whilst ma
It makes no difference whether you are a National Health Dental Practice, or a top end Cosmetic Dental Practice, if you have a passion for providing excellent communication to your Patients, then you will love this book. You will discover; How to turn patient enquires to your practice into an appointment How to create the perfect consultation and patient journey How to talk money with confidence and achieve the prices your services deserve The secrets to becoming a true master of the art of persuasion How to present

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solutions to patients, so they want to buy from you How to work together as a team, so that you never drop the baton again Help more of your patients say YES more often And more I have known Ashley for a number of years and have attended many of his courses. I have always been impressed by his unique approach to a skill at which many dentists are poor- Sales & Communication. What makes this book different from the rest, is that it concentrates on the patient journey from initial enquiry to completion. With a mix of anecdotes and skills it highlights ways in which practices can move forward. A must for the whole practice team. John Lewis Ghyllmount Dental

Dr. David Moffet is an international expert in dental practice management. With over 32 years of dental experience, he has developed a simple, practical, and incredibly effective way of increasing the number of patients you see... the amount of money you charge... and the percentage of large case revenues your patients will happily accept. In some cases, Moffet's

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strategy has resulted in over \$100,000 in additional cash flow in just weeks. All you need is a decent team and his secret weapon, "The Ultimate Patient Experience™." The UPE is a unique, low-cost system of unique patient engagement that is incredibly easy to put in place. In fact, one of Moffet's strategies costs less than \$40 to implement, and you can have it up and running by the end of business, today. The Ultimate Patient Experience has allowed Dr. Moffet to:

- Sell his dental practice for a cool \$2.75 million - for which he collected 80% in cash, 20% in stock...
- Consistently increase his prices (10.55% per year, on average) while retaining over 90% of his patients...
- And DOUBLE his cold phone conversion rates, using a strategy that will take you less than 10 minutes to set up...

Inside these pages, you'll discover exactly how Dr. Moffet accomplished each of these things, and how you can, too. "For decades now, I have recommended Michael Gerber's E-Myth Revisited as the go-to entrepreneurial guide. After reading David Moffet's How To Build The Dental

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Practice of Your Dreams (Without Killing Yourself!) in Less Than 60 Days, I now say that same thing to any and all dentists. David Moffet walks his talk and has not only built a thriving and successful dental practice but a life of wonder and enrichment as well. Anyone aspiring to build both a thriving dental practice and life, READ this book. It has all the secrets to such success!" ?Jack Daly CEO, JackDaly.net "Don't just read this book. Use this book. Dr. Moffet provides you the playbook, revealing how to build a successful seven-figure practice while working four days a week for 37 weeks." ?Shep Hyken Customer Service Expert and New York Times bestselling Author of The Amazement Revolution "David has a natural passion for patient awareness and service. This book outlines the understanding of why you need to focus on world-class service to fast track the success of your profession. The book will inspire you, motivate you, and keep you loving the world of dentistry, not dreading it." ?Kathy Metaxas Director, Consultant, International Speaker, and

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Professional Motivator "This book not only teaches how to create the ultimate patient experience, it is a game plan on how to become a business customers cannot live without. Moffet did exactly that and now shares how you can too. Everyone in your organization needs to read this book." ?John R. DiJulius III

Author of The Customer Service

Revolution "David Moffet encourages his readers to let no one ever come to you without leaving better and happier. His premise is simple: the secret to success is not a secret...work hard, shift your thinking, and add real value to people's lives." ?Dr. Ronald F.

Arndt, DDS, MBA, MAGD Master & Board Certified Coach THE DENTAL COACH "The

best dentists and practices always want to be better. David Moffet can give you the tools to continue building your dream practice year after year while enjoying more freedom to enjoy your other life." ?Linda Miles Founder,

Linda Miles & Associates; Founder, Speaking Consulting Network; Cofounder, Oral Cancer Cause (a 5013c) "A practical guide based on decades of experience. Dr. Moffet's advice is

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clear, accessible, and applicable, and the book is fun to read. Whether you're just starting your practice or you're looking for that next stage of growth, this book will help." ?Dr. Howard Farran, DDS, MBA International Lecturer and Publisher/Founder of Dentaltown Magazine

Finding the Missing Revenue in Your Dental Practice

How to Communicate Effectively and Create the Perfect Patient Journey in Your Dental Practice

Delivering WOW

Dental Practice Hero

Everything is Marketing

Profitable Dental Practice

Grow Your Practice Online - Proven Strategies to Attract and Convert New Dental Patients

Delivering WOW is a blueprint for running and growing a dental practice. Dr. Anissa Holmes was sick of working too much and earning too little, so she decided to do something about it. After years of learning and experimentation, she developed a simple, high-impact process to run and grow a dental practice that turned her office into a high-profit practice with over 50,000 raving Facebook fans and a reliable team she can trust to handle anything that comes their way. With this newly-

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updated and expanded version of a book that helped thousands of dentists build more profitable and enjoyable dental practices, Dr. Holmes walks dentists through building a winning team, maximizing profitability, and reliably growing patient numbers without having to waste time and money on expensive and ineffective advertising methods. If you're tired of feeling guilty, stressed, and frustrated by your practice and want to build one that allows you to make more, work less, and have a meaningful impact in the world, Delivering WOW is the step-by-step plan for you!

Dental Practice Transition: A Practical Guide to Management, Second Edition, helps readers navigate through options such as starting a practice, associateships, and buying an existing practice with helpful information on business systems, marketing, staffing, and money management. Unique comprehensive guide for the newly qualified dentist Covers key aspects of practice management and the transition into private practice Experienced editorial team provides a fresh, balanced and in-depth look at this vitally important subject New and expanded chapters on dental insurance, patient communication, personal finance, associateships, embezzlement, and dental service organizations

Dr. Etchison is not your average dentist. A visionary leader, he combines marketing and business knowledge, clinical excellence, and leadership to create a thriving growing practice. And he wants to share this special knowledge with you. It's time to set off on a quest to implement systems that take your practice to the next

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level inspire your team to greatness and help you become the visionary leader who can transform your practice and your life. In *Dental Practice Hero*, the reader will learn the systems Dr. Etchison used: -to grow his startup to 1M in collections the first year, and continue to grow 30-40% each year after to almost 3M in just 5 years and still growing! And all out of 5 ops! -to destress the day to day of running his practice, so that he could only do 3 days/week of clinical. -to become the leader that influences practice culture so positively, that practice growth becomes organic. Reviews: "Paul's book has all the elements necessary to assess your practice as well as your life and make it exceptional. Most books written for dentists, are designed to provide some cheerleading, give you a few helpful nuggets to improve you practice, and then motivate you to sign up with their consulting services. This book, however, breaks down piece-by-piece every component of a highly functioning practice and provides the tools and insight to take your practice the highest level possible. You get ALL the nuggets needed to redesign your practice and in-effect create the life you desire. Thank you Paul for providing this book at a critical time when many dentists are scrambling to find the answers to an ever-changing field." - Dr. Lance Pietropola "Dr. Paul's Book "*Dental Practice Hero*" is an easy to digest, real world entertaining look at the way all of us private practitioners should be practicing. He provides humor insight and a lot of great and easy to understand examples of what he is trying to get across to the reader. He organizes the book into subcategories that make it simple to tackle the issues we face in our

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dental offices one problem at a time. What I really enjoyed was how he uses a different perspective on how to view things we see as road blocks and turns them into manageable "bumps in the road." A great read. Definitely recommend. Picked up a lot of great information that I should have implemented when I started working in private practice years ago." - Dr. David Sanders "Dental Hero, is a must read for any entrepreneur. A truly inspiring and enjoyable piece of literature. Dr Etchison's philosophies are now at the core of how we practice/manage our business." - Dr. Sunil Kurup "Great Guide for modern methods combined with compassionate dentistry. Comprehensive methods to differentiate your dental practice and increase you income! I have implemented the methods in the book and it has helped my office grow past 1.5M in a 1 doc practice with room to grow." - Dr. Joe Lee

Hearings

The Strategic Dentist

Active Learning Workbook for Wilkins' Clinical Practice of the Dental Hygienist

Modern Dental Assisting - E-Book

The Genghis Khan Way

Your Dental Practice Sale--planning Ahead (1-15 Years)

Utilizing Your Practice to Create Financial Freedom

Master the world of dental marketing with this cutting-edge collection! Do you want to discover the best strategies for kickstarting your dental marketing efforts? Looking for ways to build your client base, attract new patients, and master the online sphere? Want to learn first-hand from an expert copywriter and experienced

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dentist? Then this bundle is for you! Inside this brilliant 3-in-1 book collection, you'll join best-selling author and dental marketing expert Alex Wong as he shares his years of dental marketing expertise. Breaking down the principal strategies for creating an unforgettable online presence, driving traffic with a top-notch website, and writing viral blog content, this bundle is perfect for any orthodontist, endodontist, periodontist, or anyone in the oral health field looking to expand their dental clinic and build their business. Inside Dental Marketing Hacks, you'll uncover a powerful formula for mastering the art of online dental marketing, including: ? The Secret To Identifying Your Perfect Target Audience ? Step-By-Step Instructions For Building Your Online Presence (Even If You're Not a Tech-Y Person) ? Practical Ways To Get Your Dental Website Off The Ground For Less Than \$200! ? Top Tips For Writing Emails That Sell ? And Ingenious Advertising Strategies To Kickstart Your Dental Practice! Inside Dental Copywriting Hacks, you'll find a complete blueprint for crafting engaging, effective content to help you stand out from the crowd, including: ? How To Build Your "Action Plan" and Position Yourself In The Market ? Surprisingly Simple Ways To Create Your Homepage, Team Page, Contact Page and More ? How To Do Keyword Research Like a Pro ? Proven Copywriting Techniques To Hook Readers and Demonstrate Your Expertise ? And Much More... And inside Blogging Hacks For Dentistry, you'll learn the essential steps for creating viral, must-read blog content to find more patients and grow your practice, including: ? Tips and Tricks For Finding - and Engaging With - Your

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Target Readership ? Simple Ways To Generate an Entire Year's Worth of Topics (So You Can Focus Less On Brainstorming and More On Dentistry) ? The Secret To Creating Attention-Grabbing Headlines ? Easy-To-Use Tools For Creating Profitable Keywords ? And How To Make Optimized, Shareable, and Viral Dental Blog Content! Whether you're setting up your brand-new dental office for the first time, or if you're a seasoned professional looking to expand your skillsets and find more patients, the ingenious lessons inside this bundle are specially designed to help you master your online presence, create compelling blog content, and build an unforgettable website. Ready to supercharge your dental practice? Scroll up and buy now to get started!

If you're thinking about buying a dental practice, you must read this book. Thousands of dentists go through the process of buying a dental practice every year. Did they choose a good practice? Did they buy at the right price? Did they buy at the right time? The stakes are high to get the RIGHT answers to those questions. Buy the wrong practice and you're looking at stress, money worries, angry staff and patients, and a frustrated family that doesn't see you as much as they'd like. Buy the right practice, like many do, and you have the foundation upon which to thrive - happy, relaxed, wealthy and positively impacting the lives of patients and living the life of your dreams. Unfortunately, the process of how to buy a dental practice remains a black box for the majority of buyers. Advice, tips and information are spread across magazines, blogs, online forums and podcasts with no easy way to tell the good advice from the bad. Until now.

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How to Buy a Dental Practice walks buyers step-by-step through the process of finding, analyzing, and purchasing a great dental practice. In this book you'll find answers to questions like: - How do I find a good practice? - How do I choose a good accountant and attorney? - How can I tell a good practice from a bad one? - When is the right time to sign a letter of intent? - What can I negotiate besides price? - How do I get a bank loan? - What do I do after I find a practice to buy? After reading this book, you will be armed with the specific knowledge and checklists to find, analyze and purchase the right practice for you.

Managing a Dental Practice the Genghis Khan Way shows you how to turn your practice into a successful business. Being an effective practice manager demands a clear vision, sufficient business knowledge and, above all, wise judgement. Never intended to be a theoretical book, this is a "warts-and-all" guide to managing a dental practice, written by s

The Entrepreneur Dentist

Growing Your Dental Business

3 Book Set: Includes Dental Marketing Hacks, Dental Copywriting Hacks & Blogging Hacks for Dentistry

8 Strategies for Building a Practice That Everyone Loves to Visit, Second Edition

How To Grow Your Dental Practice In The New Economy

Practice Options for the New Dentist

Leadership and Communication in Dentistry

In dental school, you had a big dream for your career and future practice. If your dream has

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been derailed or you are feeling unfulfilled, Growing Your Dental Business will reveal five keys to growth, including how you can: Increase your new patient load Increase your active patients Increase your case acceptance ratios Increase office efficiency Increase hygiene membership If you feel like you have hit the wall, find out what others have done to move past obstacles and get the results they were looking for. Learn, apply the steps in this book, and maximize your results."

This book explores the interface between clinical dentistry and the management of a modern dental practice. It covers a range of business areas, including the principles of financial management and the use of financial ratios and indicators in relation to practice profitability. There will be an overview of modern marketing techniques including the concept of branding.

Want to Utilize a Dental Practice to Create Financial Freedom? Dental Wealth is about learning how to invest in the greatest asset you have, and no, it's not a stock portfolio or a mutual fund. The greatest asset that most dentists own is their dental practice. Eric has spent the majority of his career showing dentists what literally no one else in the industry is doing, how to invest within the walls of a

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dental practice to create massive wealth and impact. Eric is aware that most dentists want to be able to control how much time they spend in a dental chair and they want the financial means and the time to be able to dedicate to the things they want to do. Many dentists are fearful they will not have the financial means to be able to retire the way they would like, and they are constantly being told they do not have enough in financial investments. However, after all of the bills are paid and payroll and lifestyle are funded, there never seems to be enough left over to invest. This failing strategy is why 95% of dentists will retire with less income than they had when they were working, but this does not have to be you! This is why Eric created Dental Wealth. In this book, Eric will show you his one-of-a-kind strategy and why the typical financial model does not work and why it was set up to make financial advisors wealthy, not you. He will show you his unique strategy that has assisted hundreds and hundreds of dentists get off the financial roller coaster and finally get the benefits of owning a dental practice and having the life they have always deserved. Learn more at www.dentalwealthcoach.com.

The Power of Customer Service: How to Create Happy, Satisfied Patients

A Daily Guide for Students and Practitioners

Dentistry's Business Secrets

Health Research Facilities

Managing a Dental Practice the Genghis Khan Way

Don'T Wait for the Tooth Fairy

The Power of Internal Marketing: The Key to Dental Practice Success

Your Niche Can Make You Rich! Make Your Dental Practice into a Multi-Million-Dollar Business. ?For years, Dr. Jerry Lanier, DDS, has wanted to write a book for dentists about exiting their dental businesses rich. And now that he has become an eminently successful entrepreneur, he has fulfilled that wish with the publication of The Entrepreneur Dentist. Dr. Lanier's book is for every dentist whose ideas of retirement have less to do with downsizing and more to do with travel and living the good life--with absolutely no concerns about money. Aspiring dental entrepreneurs will find Dr. Lanier's book thorough, accessible, and informative. The Entrepreneur Dentist contains everything successful dentists with big dreams need to know about building a dental business and exiting with wealth. Dr. Lanier shows how the future you've dreamed for yourself and your family can become reality--because you've planned for that future with advice from this exceptional entrepreneur. In 1994, Dr. Jerry Lanier opened his first Kids Dental Kare office, and by 2017, he had 14 offices, employed close to 150 employees, twenty-five associate dentists, and was

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generating \$20 million per year in revenue. When he sold that business, he was on the way to living the life of his dreams. He wants to show you how to plan ahead so you can do the same with your dental practice. This strategy-and-tactics field manual shows future dental entrepreneurs how to take the right steps so you can carve out successful enterprises over the long term. Dr. Lanier covers the ins and outs of building a thriving dental business, both from macro and micro perspectives, and includes practical steps you should take and pitfalls you can avoid. This valuable book will take you from being an aspiring dental entrepreneur with a sole proprietorship to business ownership--and finally, to a lucrative exit to the life of your dreams. Major topics in the book include: • Defining the dental market and learning how to take advantage of opportunities in it • Breaking down the dental niche strategy • Choosing a location (markets, demographics, and other practical considerations • Marketing and messaging • Infrastructure (staffing, processes and procedures, systems) • Building a team (becoming the boss, hiring dentists, managers, and other key players) • Growth and expansion and getting ready to exit Dental business strategy book for all phases of running a dental practice.

How to turn your dental practice into a profitable business. "Turn your Dental Practice into a Successful Business" is a bestselling book that offers practical solutions that can be easily applied in every dental

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practice in order to increase its sales very quickly. The book (translated into Spanish, Russian and Hebrew) provides detailed answers to all the dental practice related marketing, management and sales questions or issues, which will allow you to increase the sales and profitability of your dental practice in a very short time. The author, Gabriel Asulin, is a world-renowned expert and became a global "guru" in the field of marketing and promotion of dental practices. Gabriel is a top presenter and popular lecturer worldwide. His seminar "How to Double your Clinic's Sales in 3 Months!" was a major blockbuster in in China, Colombia, Mexico, Russia, Israel, Bulgaria and Dominican Republic in recent years. The strategies and methods suggested by Gabriel in his book are based on many years of experience in business consulting and training hundreds of dental practices around the world. The unique management and marketing methods presented in this book are successfully used by many dental practices and have proven to significantly improve sales and profitability. In this book you will learn all about: How to attract new clients How to retain existing clients How to close big treatment plans How to manage the reception area How to perform an effective re-call How to improve the hygienist's productivity How and where to advertise What to consider before purchasing a new dental practice How to reward the staff and increase their motivation How to increase the clinic's profitability How to deal with clients who perform a market survey

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And much more...

Dental Practice Transition

The Dental Reference Manual

Practical Infection Control in the Dental Office

Optional Approaches to Planning & Executing Your Practice Sale

An Entrepreneur's Guide to Owning a Dental Practice (Without Killing Yourself!) In Less Than 60 Days

Basic Training III: For Dental Administrative Personnel

One of the biggest challenges facing dental professionals today is how to develop and scale a comprehensive digital marketing strategy. Sadly, many dentists, periodontists, orthodontists, and periodontal surgeons struggle to maintain their footholds offline. With resources stretched thin, coming up with the budget and developing the strategies to gain prominence on Google and elsewhere online becomes a constant struggle. Wouldn't it be great if there was a complete guide to digital marketing that was written strictly for those working in dentistry? That book is here. In this fourth edition of an Amazon Best Seller, Adam Zilko has compiled a digital strategy that can be customized for any practice, regardless of size or equity. With completely updated strategies that reflect what's working today for many top practices, *The Ultimate Guide to Digital Marketing for Your Dental Practice* contains proven strategies

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for attracting and converting new dental patients. A Focus on Digital Excellence The only way to attract a healthy stream of new, quality dental patients is to have a web presence that demands respect and attention. This book helps dental professionals get into the mindset of making their web presences patient-centric and targeted to quality patients who see the value in good dentistry. A Success Mindset Adam takes a unique approach that he takes with his Firegang Dental Marketing clients, and that's to get them into the proper mindset. Adam dispels common myths and helps dental professionals establish clear-cut goals and realistic expectations for building upon their dreams of dental practice success. A Fully-Customizable Digital Marketing "Treatment Plan" What follows in Grow Your Practice Online is a digital marketing strategy that can be used by new practices, those who have gone stagnant, and those intent on maximizing success. The book details the prospect's online journey and the many complicated paths prospects can take before they become an actual patient. The strategies are broken down so they are easy to learn and implement. SEO, Google & Facebook Marketing Another challenge dental professionals face is keeping up with the latest Google algorithm changes, how to optimize for Google safely so that you don't get penalized, as well as how to advertise on Google, Facebook, and other paid digital ad

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platforms. Adam has managed to make these facets of digital marketing easy to understand and gives plenty of advice for maximizing clicks, conversions, and return on investment. Testing & Optimizing for Maximum Leads & Growth The key to proper digital marketing is the study of the metrics and how to use those numbers and figures to maximize your efforts online. Dental professionals will learn how to make sense of all the noise and how to glean useful information from Google Analytics and other digital analysis platforms, as well as how to tweak campaigns over time to make them even more powerful. With an added digital marketing checklist for dental professionals and a full page of book bonuses, *The Ultimate Guide to Digital Marketing for Your Dental Practice* by Adam Zilko is a must buy.

Here's Your Guide to Starting a Successful Dental Practice... To become a dentist, you must spend a tremendous amount of time and energy mastering the extensive knowledge required to practice clinical dentistry. However, most dentists are provided very little knowledge and education on how to become a successful practice owner or how to run a successful dental practice. This lack of knowledge often leads to costly mistakes for the new dentist. That's where we come in. We help dentists just like you start or purchase a successful dental practice without the costly mistakes. In this

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book, you will: ♦ Learn how to set your goals and determine "Why" you want to be a practice owner. ♦ Create a strategy to become a practice owner including choosing a legal entity. ♦ Determine an ideal business location. ♦ Analyze how much money you will need to get started. ♦ Begin to create a business plan by planning for your business. ♦ Learn how to hire employees to avoid liability. Most dentist underestimate the amount of work it takes to become a practice owner and therefore don't give it the full attention it deserves. Now you can start a successful dental practice and avoid the costly mistakes so many new dentists make. If you'd like to help, just visit www.StrategicDentists.com or call us at 925-999-8200 and we will take it from there.

Easily master all aspects of dental assisting with the most up-to-date and most trusted text available. For more than 40 years, students and practitioners alike have relied on Modern Dental Assisting for its cutting-edge content, easy-to-grasp writing style, step-by-step procedures, and top-notch visuals. And the new 13th edition is no exception. With updated content — including the latest technological advancements, clinical photographs, and new coverage on cultural diversity and how it relates to patient care — this new edition will guide you from your first day of class all the way to your first job in dental assisting.

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UNIQUE! Trusted expert authors Doni Bird and Debbie Robinson present information and procedures in a way that makes it easy for students to understand and apply the material. Comprehensive, cutting-edge content is presented in approachable writing style. Step-by-step procedures for general and expanded functions use color coding and clinical photos to demonstrate key dental assisting competencies. 70 procedural videos include questions and answers correlated to the chapter procedures with closed-captioning in English and Spanish and audio narration in English. UNIQUE! Interactive Dental Office program provides in-depth case studies integrated with periodontal charting, radiographic mounting, and more. Dentrax practice management software on Evolve enables students to work with patient data much like they will in the office environment. Recall and Critical Thinking questions in each chapter provide opportunities for practice and application. Feature boxes on infection control and CDC practice, patient education, and law and ethics summarize recommendations and key applications in practice. Key terminology list helps students better comprehend the chapter and how the information applies to dentistry practice. Learning and performance outcomes set goals for what students will accomplish and serve as checkpoints for comprehension and skills mastery. NEW!

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Information on cultural diversity grounds students in this important topic and how it relates to patient care and patient communication. UPDATED! art program provides vivid original renderings of dental anatomy tooth morphology and dental imaging, along with improved photos of the latest products, equipment, and instruments. NEW! Coverage of the latest advances in general and specialty dental care covers technological advancements, public health and access to care, teledentistry, infection control guidelines, the Zika virus, Ebola, the oral-systemic health connection, and more. NEW! Updated critical thinking and recall questions challenge students and provide recollection skills.

Clinical Governance in General Dental Practice

A Guide to Dental Office Design

The Dental Cosmos

365 Days of Social Posts for Dentistry

Turn Your Dental Practice Into a Successful

Business

Hidden Treasures

Designed to accompany Wilkins' Clinical Practice of the Dental Hygienist, Thirteenth Edition, this engaging active-learning workbook reinforces important concepts of the main text

Provides expert insights and full-color photos related to building, renovating, or refreshing dental office space. Contributors include dental architects, design consultants, and practicing dentists.

Physical Evaluation in Dental Practice introduces the general concepts of physical evaluation, teaching essential skills and values

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in patient care and offering a quick reference to common problems of the head and neck. This practical clinical guide provides concise, illustrated synopses of the manifestation of common diseases and conditions in the mouth, head, and neck. Offering the practicing dentist a solid grounding in patient examination, evaluation, and diagnosis, Physical Evaluation in Dental Practice is an invaluable chair-side reference aimed at predoctoral dentists, dental hygiene students, practicing dentists, and hygienists.