



Growing Your Prosthodontic Practice Revenues through Ethical Marketing

April 30-May 1, 2010
Los Angeles, CA

Course Overview

Registration Fee: \$750 per person for ACP Members, \$995 for Non-Members. ACP members attending the course may bring their staff at reduced rate of \$495 per person. (This is a special discounted rate for ACP Members from \$995)

*All registrations received after April 16 will be subject to a \$50 increase in fee

Location:

Hyatt Regency Century Plaza
2025 Avenue of the Stars
Los Angeles, CA 90067

Group Rate: \$175 single/double exclusive of applicable taxes, please call (800) 233-1234 to make a reservation. A limited quantity of rooms is being held on a first come first serve basis, deadline to reserve group rate is April 9, 2010.

Continuing Education Credit

This course has been approved for 10 credit hours. The American College of Prosthodontists (ACP) is an ADA-CERP recognized provider of continuing education.

The ACP is designated as an approved PACE Program Provider by the Academy of General Dentistry. The formal continuing education programs of this program provider are accepted by AGD for Fellowship, Mastership and membership maintenance credit. Approval does not imply acceptance by a state or provincial board of dentistry. The current term of approval extends from 10/19/06 to 10/18/10.



The American College of Prosthodontists in collaboration with Healthcare Success Strategies is pleased to bring you this course offering.



Course Speakers



Stewart Gandolf, MBA, Founding Partner

Over the years Stewart has consulted with a variety of America's leading companies, including Citicorp, J. Walter Thompson, Grubb & Ellis, Bally Total Fitness, Pacific Bell, Wells Fargo and Chase Manhattan. Through conducting business, he found that the most rewarding aspect of his knowledge was sharing his expertise with deserving, hard-working healthcare providers, inspiring him to become a Founding Partner of Healthcare Success Strategies. As a consultant, a writer, an Internet guru, a marketing connoisseur and an entrepreneur, Stewart truly brings multifaceted expertise to marketing your practice. Today, Stewart also acts as HSS's primary Creative Director and Business Developer. Stewart has personally consulted with over 1,457 private practices.



Lonnie Hirsch, Founding Partner

After years of operating as President of the world's largest private practice marketing company, Lonnie wanted to serve his clients with the knowledge, personalization, compassion and expertise he knew they deserved. With a focus on ethical marketing strategies, Lonnie embarked upon a journey into the entrepreneur's world as CEO and Founder of Healthcare Success Strategies. He has served thousands of healthcare professionals in need of marketing expertise throughout his successful 20 years in the industry, bringing you unparalleled experience you can trust.

Program Agenda

Friday, April 30

(8 am to 5 pm)

Practice Marketing 101 (Success principles of effective practice marketing)

- How to attract the high paying, fulfilling cases that all prosthodontists want
- How to market ethically and effectively
- The 4 core elements of an Evidence-based Practice Marketing System
- The 80-20 Rule and which 20% of activities will result in 80% of your profits?
- Effective goal setting
- How to develop a marketing budget scientifically

Building your reputation and your “brand”

- Understanding how to enhance your reputation with a strong practice brand
- Approaches to competitor-proof your practice
- How to create a powerful practice brochure
- When does a logo make sense
- How to "target" upscale patients
- Why psychographics and demographics are critical

Create systems so that patients refer the cases you want (Internal Marketing)

- How to triple the number of your favorite cases - at nearly zero cost
- Why staff is so vital to your success – and how to get them to work together in “walking the talk” of your practice brand – every day, in every way
- How to use email marketing to your patients to increase utilization and referrals
- How to create "patient ambassadors" who recruit new patients for you

How to triple your number of doctor referrals

- How to position a prosthodontic practice in the minds of physicians and general dentists so they refer cases
- How to become one of the 20% of practices who win the lion's share of doctor referrals
- How to generate more professional referrals without looking (or feeling) needy, greedy, sleazy or cheesy
- How to reward your most important referral sources
- Secrets to woo referring staffs so they will follow you to the ends of the earth

Saturday, May 1

(8:30 am to Approximately 12:30 pm)

Attracting high-paying patients and cases through ethical, powerful external marketing

- Which media are right for you, including TV, radio, print and direct mail?
- What about upscale magazines and newspapers?
- What are the elements of successful ads?
- The do's and don'ts of promoting special offers to attract patients
- How to get press for free

- Avoiding the "born losers" of external marketing

Winning your favorite cases over the Internet

- What elements make up a "killer" Web Site?
- Why (and when) e-marketing is so powerful
- How to get found (search engine optimization)
- Pay per click advertising, affiliates and banners

Success Tips for Highly Effective Marketing Implementation

- What are the most important steps in building a strong implementation system?
- How to begin executing immediately
- How to hire good creative talent
- Inspiring success stories you can learn from

Registration Information

3 WAYS TO REGISTER

WEB: www.prosthodontics.org

MAIL: ACP 5198 Eagle Way Chicago, Illinois 60678-5198

FAX: (312) 573-1257

Please call the ACP at 312-573-1260 if you have any questions.

Web Registrations

If you decide to register online please email any special meal requests/food allergies or assistance required for a disability as defined by the American Disabilities Act to education@prosthodontics.org a staff member of the ACP will contact you to follow up.

Meals

Continental breakfast and light refreshments will be provided; lunch will be on your own.

Dress Code

Business Casual

CANCELLATION POLICY:

All cancellations are subject to a \$50 processing fee. Full refunds for registration minus the \$50 processing fee will be given only if written notice of cancellation is received 30 days prior to the course. A 50 percent refund will be given if written notice is after 30 days, up until one week prior to the course. No refunds will be given within one week prior to a course; therefore “no shows” will not be eligible for a refund. The ACP is not responsible for travel expenses or penalties under any circumstances. In the event of a cancellation by the ACP, all registrants will receive a full refund of any registration fees paid. Notice of cancellation should be made in writing and sent to the ACP by e-mail to education@prosthodontics.org or fax to (312)-573-1257.

