

Daniel A. Bobrow, MBA (Finance), MBA (Marketing)

Frustrated over a lack of consistent practice growth?

Are you losing opportunities to deliver important, valued treatment to more people?

Practice success has been likened to a three legged milk stool with the three legs being clinical proficiency, business acumen, and communication skills. If one leg is shorter or weaker than the others, the stool collapses. Being human, we tend to be most comfortable when "going with what we know." In the case of the dental practice, a frequently seen manifestation of this is "clinical top heaviness" whereby practitioner and team, while clinically proficient, are "light" on the communication skills necessary to connect with current and prospective patients, the media, referral sources, and other important "practice publics."

Daniel A. Bobrow, MBA (Finance), MBA (Marketing), President of AIM Dental Marketing (ADM) and Certified Dental Practice Consultant, shares tangible ways to return the team's skill set to balance. Daniel lectures internationally, offering simple, powerful and actionable solutions, as well as ongoing support, to help ensure mastery of the material presented.

Daniel is executive director of **Climb for a Cause** and **The Smile Tree**, which organizes and promotes outdoor events to fund and maintain oral health education and treatment projects.

Daniel and ADM have, since 1989, helped thousands of dental practices "take aim" by implementing cost-effective and image-conscious marketing and patient communications strategies.



PACE
Program Approval for
Continuing Education

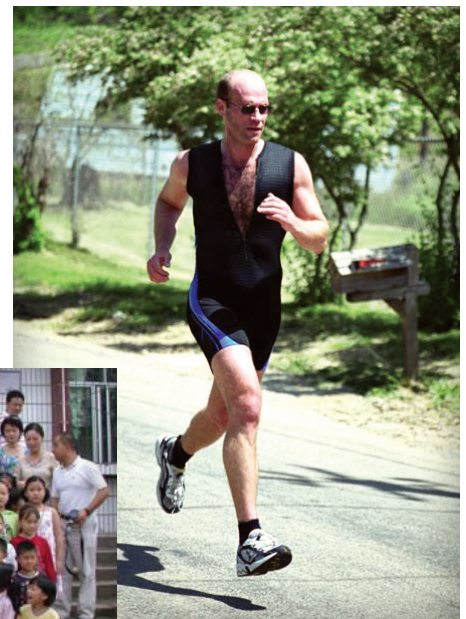
Approved PACE Program Provider FAGD/MAGD credit.
Approval does not imply acceptance by a state or
provincial board of dentistry or AGD endorsement.
The current term of approval extends from
09-01-2014 to 08-31-2016
Provider ID #360576



Climb For A Cause Fact Finding Mission Suining School, Sichuan Province, China



SmileTree Oral Health Education and Treatment Project Kathmandu, Nepal



Bobrow Completing Florida Ironman



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Memberships in Professional Organizations

Academy of Dental Management
Consultants; Chaired Website Committee

American Academy of Dental Practice
Administration; Frequent Presenter

American Academy for Oral Systemic Health; Founding Board Member, Executive Committee Chair

International Mountain Bike Association

National Ski Patrol

Speaking Consulting Network; Charter Member

University of Chicago Graduate School of Business (Booth School); CEO Roundtable

Certifications/Designations

Certified Arbitrator

Certified Mediator

Certified Personal Trainer, Health and Nutrition Coach

Certified Professional Selling Skills II Sales Trainer and Coach

International Mountain Bike Association
Patroller

National Ski Patrol Alpine Patroller

Outdoor Emergency Care Technician

Rock Climbing Instructor

Toastmaster's Int'l; Advanced Communicator; Advanced Leader

Outreach

Climb for a Cause; Executive Director

Oral Cancer Cause; 'Champion'

The Smile Tree; Executive Director

Books

Dentistry Marketing: Strategies, Tips & Secrets; Author

Powerful Practice II; Contributing Author

The Art of First Impressions; Author

Publications

AGD Impact

CDS Review

Dental Angle

Dental Compare

Dental Economics (Columnist)

DentalEDU.tv (now Nova Southeastern University)

Dental Practice Management

Dental Products Report (Columnist)

Dentistry Marketing: Strategies, Tips & Secrets; Author

Dentistry Today

Dental Town (Columnist)

Modern Hygienist

New Dentist

My Dental Channel

New Docs

Office Magic

Pink Tooth

Powerful Practice II; Contributing Author

Solutions Quarterly

Strategies for Success

The Art of First Impressions; Author

Partial List of Presentations

Advanced Practice Management

American Academy for Oral Systemic Health (multiple)

American Academy of Dental Practice Administration (multiple)

California Dental Association

Chicago Dental Society Midwinter Meeting

Chicago Mountaineering Club

Dental Advantage

DuMolin & DuMolin

Florida National Dental Convention

Heritage Dental Lab

Hycomb Marketing

Hyde Park Study Club

Marquette Dental School Convention

National Dental Network

ProCon

Southwestern Society of Pediatric Dentistry

The Adventurers Club

The DBS Companies

The North Face

Thomas and Fees

Uptown Dental Forum

Windy City Seminars

Webinars

American Academy of Dental Office Managers

Academy of Dental Managements Consultants

Academy of General Dentistry

Lighthouse 360

One Mind Health

Oravital

Quality Dental Plan

Trojan Professional Services



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Testimonials



"Danny takes his work and his commitment to his clients very seriously. Anyone in attendance at one of his programs knows his information will be both factual and useful. His heart is always in the right place and we ALL benefit from that viewpoint on Marketing Today."

Janice Hurley ,The Image Expert

"Danny Bobrow is the complete package of knowledge when it comes to marketing healthcare practices! He's also a pro at delivering his message. Dentists often market their practices yet fail to spend the money or time training their teams how to handle those marketing results when patients call or walk through the front door. Danny is a marketing genius and he is also a fantastic speaker/ trainer. It's very rare to find this combo. Bring Danny to your next meeting. Your team, your patients and your bottom line will be happy you did."

Linda Miles, CSP, Founder, Speaking Consulting Network

"Daniel clearly conveyed the distinctions necessary for the medical team to become Master Telephone Communicators without intimidating or overwhelming attendees who were hearing these pearls of wisdom for the first time. I have since shared these pearls with my team and have seen a marked improvement in their ability to connect with prospective patients in my practice."

Alexander Slepak, MD, Scottsdale Center for Dental Medicine

"Speaking on a panel of experts in dental missions and outreach opportunities, Danny excited the crowd with the possibilities of a high alpine ascent in the name of dental charity. Danny was able to carefully articulate the point to the crowd of dental professionals that one can do well, in your practice, while doing good, for others. I came out feeling excited to climb for a cause myself."

Ian Paisley, DDS, Rocky Mountain Dental Convention Chairman

"Danny Bobrow has the ability to synthesize processes, which enables him to deliver a unique perspective. He is an 'outside the box' thinker and a clear communicator of ideas."

Ric Walker, The Second City Training Center

"I first heard Danny speak at the American Academy of Dental Practice Administration's Annual Meeting. His presentation struck a chord with me and I asked him to present at the annual meeting sponsored by the Southwestern Society of Pediatric Dentistry. Thank you Danny for your valuable and uplifting message!"

Mark Kogut, DDS, MSD, Southwestern Society of Pediatric Dentistry, Past President

"Danny was one of our first Content Providers on DentalEdu.TV website. His course was packed with marketing pearls that have provided my members valuable tools to weather today's slower economy."

Bradley J Engle, DMD MHS, Founder of DentalEdu.TV

"Danny is one of the most original and dynamic speakers in dentistry today. His message is fresh and full of take-away nuggets that can help any dental practice grow and thrive in today's competitive market."

Dave Reznik, DDS, Sky's The Limit

"I had the privilege to host for Daniel at our Florida National Dental Convention in Orlando. Danny has a real feel for marketing a dental practice. Coming from a dental family, he has grown up with an insight to what is involved in the running of a practice. Danny takes a very analytical approach, and is easy to follow and entertaining to listen to. A day spent with Danny will certainly be time well spent."

Howard L. Pranikoff, DDS, MScD, Past President, Central FL District Dental Assoc.

"I had the honor to host Daniel for the Missouri Dental Association's Summer Funfest. His TAKE AIM lecture was so compelling I signed up as a client. In my 33 years as a General Dentist I had never done any marketing. Thanks to Daniel, we now have a new logo, new look, high-quality targeted marketing plan, and a first class web site."

Charles McGinty, DDS, Past President, Missouri Dental Association



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