

Daniel A. Bobrow

MBA (Finance), MBA (Marketing)

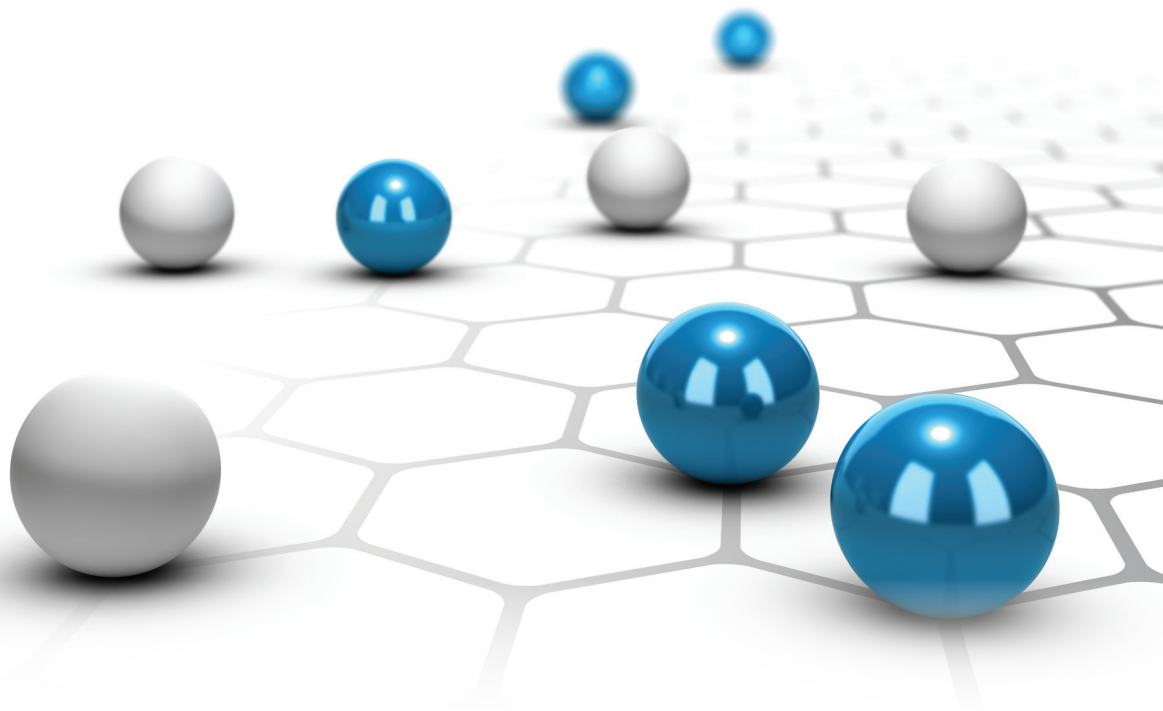


Image Conscious, Cost Effective Strategies For The Growing Practice



SPEAKER PACKET

Dental professionals require a wide array of communication skill sets to connect with current and prospective patients.



Your practice is unique, experiencing its own challenges, opportunities and goals. Daniel A. Bobrow, MBA (Finance), MBA (Marketing), President of AIM Dental Marketing (ADM) and Certified Dental Practice Consultant, shares tangible ways to help you address challenges, leverage opportunities, and reach your goal.

Set the stage for your success!

- ▶ Ensure your team is prepared to effectively and consistently convert first-time telephone calls into solid patient appointments
- ▶ Gain practice building tools that encourage a steady flow of qualified prospective patients and additions to your professional referral network
- ▶ Illuminate the protocols for reliable evaluation and monitoring of your marketing strategies
- ▶ Learn the principles behind effective print and web-based marketing
- ▶ Understand the benefits of cause-related marketing to *do well by doing good*
- ▶ Transition the practice focus from “drill and fill” to a true oral systemic health model

Improve Patient Outcomes Increase Practice Income

Daniel lectures internationally, offering simple, powerful and actionable solutions, as well as ongoing support, to help ensure mastery of the material presented. Choose from Daniel’s most popular presentations below, or ask about customizing a presentation for your next meeting!

PRESENTATIONS

Connect With Callers and GET THE APPOINTMENT!

Master the Art of First Impressions

Don't Let Open Chair Time Undermine Your Bottom Line!

Master the Art of Lead Generation

Grow Your Oral Systemic Practice

Master the Art of Complete Health Dentistry

This Expedition We Call Life

Master the Art of Perseverance



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Connect With Callers and GET THE APPOINTMENT!

Master the Art of First Impressions



The average team converts only 30% of new patient phone calls. CLOSE THE PERFORMANCE GAP and soon you'll be converting 90%!

Your practice can triple the number of new patients it converts without investing a single extra dollar in marketing!

Your potential patient's first impression starts with their first phone call. Effective call handling technique is critical to the growth of any dental practice.

Drawing upon over 25 years' dental marketing and patient communication experience, Daniel guides attendees through the process from initial phone call to the happily enrolled new patient. Key points include: establishing rapport, conveying empathy, exuding enthusiasm and confidence, and the art and science of questioning and listening.

Particular emphasis is placed on handling "price shopper," insurance, and second opinion calls. Learn tips for crafting winning on-hold and outgoing messages, and for maximizing the value and impact of your telephone equipment, all of which are key to setting the stage for your team's success with converting callers into scheduled and kept appointments.

Utilizing case studies and an interactive approach*, attendees learn the essential ingredients to a successful appointment conversion strategy.

Additional concepts presented include: the website as appointment conversion tool, and call monitoring technology that empowers teams to self-coach.

Value Add: Calls can be made to attendee practices, "genericized" and then evaluated during Daniel's presentations. Ask about including this option for super charging the learning!

PRESENTATION DELIVERABLES

ATTENDEES WILL BE...

ARMED with the tools to convert even the most resistant caller into a new patient

EQUIPPED to eliminate chronic cancellations and book firm appointments

GIVEN THE insight to establish rapport, choose and use proper verbiage and etiquette, and manage and guide the conversation

PROPELLED to the next level of customer service and maximum efficiency

MASTERS OF the simple five step process for connecting with first time callers!

Suggested Format: Full or Partial Day; Keynote; Workshop

Suggested Attendees: All Dental Audiences



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Don't Let Open Chair Time Undermine Your Bottom Line!

Master the Art of Lead Generation



Frustrated by a lack of consistent practice growth?

Learn simple, but powerful, ways to increase and maintain consistent practice growth while avoiding pitfalls that negatively affect dental marketing success. Key Concepts include: creating a website that **takes AIM** (**A**tracts, **I**mpresses and **M**otivates), harnessing the power of technology *without* breaking the bank, and monitoring results to never “fly blind” again. Set your stage for practice success with these cost-effective practice building tools.

Take the Learning Deeper! Customize Your Presentation with These Related Offerings:



Take A.I.M. With Your Website!

Success with website marketing requires that your website take **AIM**, that is “**A**tract, **I**mpress and **M**otivate.”

- Learn tips for optimizing your website.
- Gain “ease of use” site design tips.
- Understand what motivates people to connect with your practice online.

Capturing Patient Testimonial Videos



Practices that perform this nine step process for securing these ‘good as gold’ testimonials consistently attract more patients than their competition.

- Master the skills for scheduling the testimonial, managing the shoot, and optimizing videos for maximum SEO effect!



100 Patient Reviews In 100 Days

Websites that generate a steady stream of high quality online reviews consistently outperform the competition in achieving top ranking on search engine results pages.

- Learn simple and highly effective techniques and technology which guarantee Rave Reviews.



Cause-Related Image Enhancement/Promotion

Discover this underutilized and highly powerful tool to grow your practice by creating and maintaining positive practice exposure in your community.

- Harness the power and potential of effective cause marketing strategy.
- Acquire the tools and resources to conceive, implement, and sustain a cause-related marketing system.



Social Media: Don't Just Do It, Do It Right!

Social networking is a proven tactic for growing your practice while managing your online reputation. It's all in how you do it.

- Learn time efficient and cost effective strategies to increase engagement among current patients and for converting prospects into loyal patients.



Pushing The Envelope: Dental Direct Mail

Direct Mail continues to be one of the most cost-effective ways to grow a dental practice. The secret is in knowing how to remain ahead of the curve.

- Discover the seven steps that characterize all successful direct mail strategies.

BONUS: Ask about Geo-Demographic and Internet Marketing Performance Analyses for attendees.

Suggested Format: Full or Partial Day; Keynote; Workshop

Suggested Attendees: All Dental Audiences



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Grow Your Oral Systemic Practice

Master the Art of Complete Health Dentistry

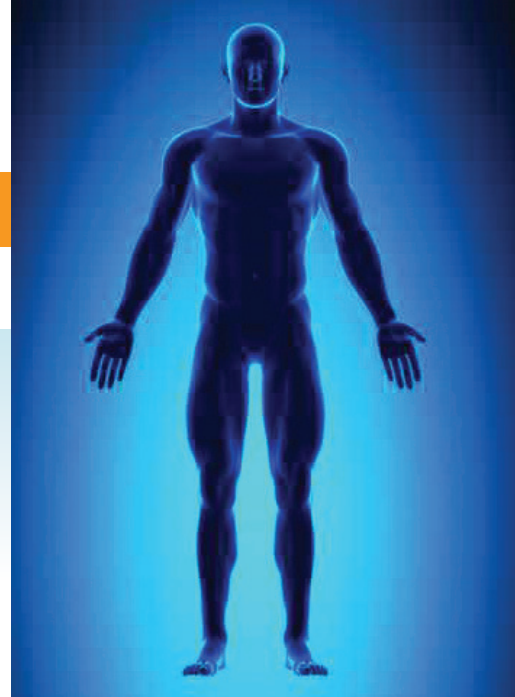
Is your practice missing out on opportunities to improve patient outcomes while increasing practice income?

There is an ever growing body of evidence supporting the links between oral and overall health. Periodontal disease is linked to cardiovascular disease, diabetes, hypertension, Alzheimer's, and many other inflammatory diseases. Prevention has never been more important — not only in the management of one's personal health, but also for the economic health of this country.

Dentists are in a unique position to aid in the prevention, early diagnosis, and treatment of oral conditions that have implications for overall health.

Join Daniel as he presents the opportunities, as well as pitfalls, in making the shift from traditional to oral systemic practice. As Founding Board Member, Treasurer, and Executive Committee Chair of the American Academy For Oral Systemic Health (AAOSH), Creator and Moderator of the LinkedIn Group on Oral Systemic Health (AAOSH), and Founder and Host of the Practice Perfection™ online education series, Daniel is eminently qualified to share the distinctions a practice must possess to effectively brand itself as an oral systemic practice.

Incorporating evidence-based case studies and interactive learning techniques, Daniel shares the practices, protocols, and services leading to **C**linical, **C**ollaborative, and **C**ommunications proficiency ("The Three Cs").



LEARNING OBJECTIVES

Illuminate the opportunities and challenges in transitioning the practice focus from "drill and fill" to a true oral systemic health model

Review leading science and treatment protocols to help patients find health before they present with end-stage symptoms.

Acquire the skill set necessary to effectively "speak the physician's language," that is, communicate and collaborate with MDs and the medical team

Hone your oral systemic vernacular with messages that encourage both current and prospective patients to choose optimal health for themselves and their loved ones

Implement strategies distinguishing your practice as one that offers a truly enhanced level of care and treatment

Master the protocols to improve patient health and satisfaction while increasing practice profitability.

Suggested Format: Full or Partial Day; Keynote; Workshop

Suggested Attendees: All Dental Audiences and Medical Audiences



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Patient Testimonial Video Generator

Master The Art of Patient Testimonial Videos!

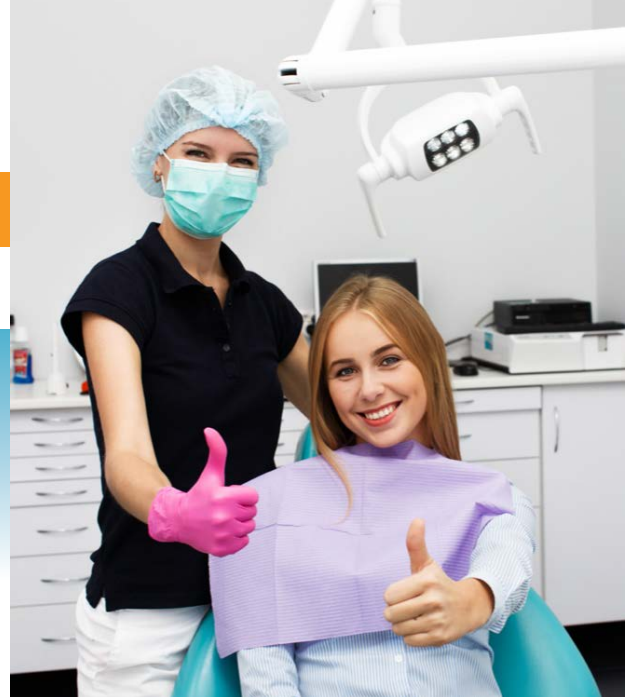
Build Trust through Social Proof and Turbo Charge Your Google Rankings!

Patient testimonials are a key factor in a patient's decision to join a new practice. Then why aren't more dentists consistently gathering and posting compelling patient testimonials online? They lack the **simple 9 step process** offered by Danny Bobrow. He makes it easy and fun to encourage patients to provide you with effective and compelling testimonials. To maximize their impact, Danny also shows you how to publish them throughout your website, review sites, social media pages, and daily communications.

Bonus Coaching Option

Danny offers 1-on-1 Coaching and Rehearsal Sessions (onsite or online, at your discretion).

Danny shows you how to Google optimize your videos with proper titling, tagging, and description of your patient testimonial videos.



Deliverables

9 Steps To Successful Patient Videos

A simple to implement Plan for receiving quality patient testimonial videos.

Direction of Actual Patient Testimonial Videos

Evaluated and reviewed by Danny for suitability and quality.

Patient Video Optimization for Various Media

Includes posting to your website, social media sites, and Youtube to improve website ranking.



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This Expedition We Call Life

Master the Art of Perseverance

Where are you on this expedition called Life?

Are you equipped with the right gear for your expedition?

Are you prepared for the inevitable twists, turns, and setbacks en route to your summit?

Each of us is on our own expedition working toward a summit, be it career, relationship, or finance related. Drawing upon his climbing and adventure racing experience, Daniel presents an "expedition checklist" for success in reaching whatever summit you seek. The climbing metaphor is used to set the stage for a successful summit attempt by sharing such distinctions as: beginning with the end in mind, preparing for your first step, planning your path, and looking forward to failure.

Daniel's presentations include breathtaking images of the peaks he has climbed worldwide, many as Executive Director of Dentists' Climb for a Cause. The images are intended to not only entertain and inspire but, more important, to impart specific skills and systems that attendees may immediately put to use in their practice and life.

LEARNING OBJECTIVES

Acquire the necessary skill set to prepare for your expedition

Identify goals clearly and define objectives to keep you on your path

Gain tips for following the path of least resistance resulting in greater efficiency and effectiveness

Understand your personality style and its relevance in selecting team members who support your success

Recognize that failure and sacrifice offer valuable opportunities for growth



Daniel atop the Grand Teton

Daniel A. "Danny" Bobrow

- Certified Personal Trainer and Health Coach
- Summited tallest peak in North America — *after two attempts over three years*
- Summited tallest peak in the Western Hemisphere — *after four attempts over twelve years*
- Second oldest person to complete the Frozen Otter 64 mile Ultratrek — becoming one of the Frozen Few — *after five attempts over six years*
- En Route to reaching all of the "Seven Summits"



Suggested Format: Keynote or Dinner Meeting

Suggested Attendees: All Dental Audiences



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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."

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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.

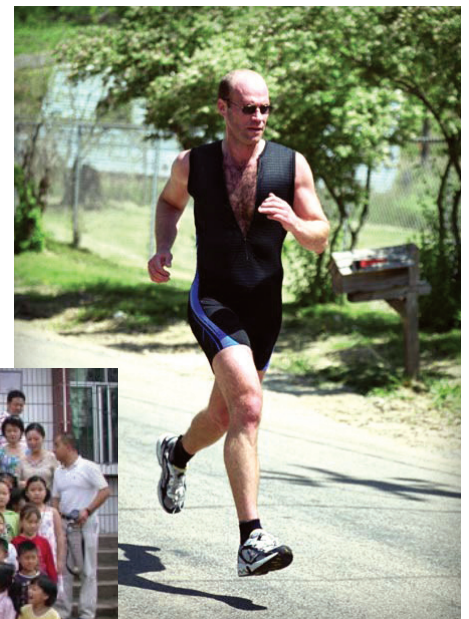


PACE
Program Approval for
Continuing Education

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



SmileTree Oral Health Education and Treatment Project Kathmandu, Nepal



Bobrow Completing Florida Ironman



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



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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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Make an impact with your attendees when you book Daniel for your next meeting!



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