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Dental Disruptions: How to Succeed in a World of Corporate Dentistry and Technological Change

Limited Attendance Workshop Sponsored by Dr. Thomas J. Kopic

March 22, 2019. 8:30 a.m. to 1:00 p.m.
Breakfast and lunch will be served.

Location: Embassy Suites Hotel, 3663 E. Guasti Rd., Ontario.

Facilitator: David Schwab, Ph.D.

Workshop Title and Description:

Dental Disruptions: How to Succeed in a World of Corporate Dentistry and Technological Change

The business of dentistry is changing more rapidly than it has in decades. Solo practices are becoming an endangered species; corporate dentistry is growing rapidly. Technology is revolutionizing not only clinical dentistry but also the business side. Artificial intelligence allows for self-service scheduling, confirmations, and payments. Dental insurance, long a source of frustration, is becoming more transparent for those in the know. Marketing is now all about targeting for lead generation and conversion.

This course teaches dental professionals how to stay ahead of the curve, use technology wisely, yet retain the personal touch with patients. This very timely course shows practices how changes in dentistry can liberate dentists and staff from routine tasks to form closer bonds with patients and grow dental practices.

Course objectives:

Attendees will learn how to:

- Position the practice to maximum advantage.
- Take advantage of the self-service economy for greater efficiency.
- Utilize micro marketing for lead generation and conversion for practice growth.
- Fully engage employees by using their people skills to build patient loyalty.

Note: Attendance is limited to invited doctors and staff. The format is mix of lecture and discussion. Attendees will leave with an action plan.

To register, contact Dr. Kopic's office at (909) 982-4169. E-mail: tjk@tomkopic.com.