

The Marriage of Marketing & Management: 7 Step Program by Jennifer de St Georges
Kentucky Dental Association: March 7th 2015

****Program Overview:**

1. Attendees leave this session with Jenny **fired up to face the challenges** of marketing and managing a dental practice in today's confusing world. The goal is to "Thrive not just Survive!"
 2. **Caught between** social media, patients shopping for 'price', changes in dental insurance coverage etc., etc., Doctor and staff may well wonder what the future holds.
 3. This program is designed to be very **interactive** so be sure to bring your issues, concerns and problems so they can be addressed.
 4. Please **bring a notebook** with you as the information shared can be far reaching and thus creating a workbook in advance is not supportive of the interactive approach we want to achieve. However the following format delivers a structured approach
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****Build Your Practice Foundation**

1. Build on your *Mission Statement*...most practices get the patients they_____
2. Build out your *Facility*...patients' perception is everything from a visual point of view
3. Build your *Team*...many patients see their relationship with staff as more important than Doctor!!

****Build Your Practice Reputation with thoughtful actions**

4. *Internet*: Friend or Foe? Don't leave things to chance, take _____
5. Create the *Patient Centered Practice*. How to stand out from _____
6. *Patient Retention*- the system to revitalize your practice in weeks
7. *Marriage of Marketing & Management* impacts KEY Management Policies & Procedures:

****What is the next step?**
