



Don't Miss Xana Winans

“From First Call to Closing the Case: Comprehensive Dental Marketing”

Perfect for your Entire Staff!

Friday January 24, 2014 – 6 CE Credits

9am-4pm – Sheraton Richmond Park South

If you think practice marketing is only about websites and TV commercials, think again. Every phone call, every new patient visit – even every re-care visit - presents a marketing opportunity. Are you maximizing every possible way to grow your practice? Or are new patients slipping through your fingers?

We'll explore the myriad of opportunities to create that first impression, motivate the prospective patient to take action, and how to satisfy even the most demanding patient so that they'll sing your praises to their friends and co-workers. Branding, internal and external marketing, patient communications and web are all discussed to give your practice concrete, actionable items needed to improve both the quantity and quality of new patients.

- What patients know about you before they even call (or worse, don't call)
- Using web, tv, print, radio and direct mail to turn passive prospects into active patients
- Five things your team must know about converting new patient calls into appointments
- How to use classic patient communication tools in new ways
- Creating meaningful, memorable patient experiences
- Modern marketing techniques to help close the case

Fees: VAGD Members \$99, if you register by Jan 10th /\$149 after Jan 10th

Non Members \$ 269, if you register by Jan 10th /\$319 after Jan 10th

Staff/Residents: \$99, if you register by Jan 10th /\$149 after Jan 10th

Call 804-320-8803 to register or sign up online at www.vagd.org