

Building A More Profitable Productive Dental Practice & Laboratory

Speaker: Debbie Mayo-Smith

Presentation Length: 90 minute



Objective: Show Dentists exactly how to increase practice income, productivity of staff, improve patient care and satisfaction all from showing them how to use their existing practice business software and technology tools better.

We will cover:

1. Internet Strategy
 - a. Websites.
 - i. What do their patients want from their websites?
 - ii. How to get a top Google ranking (without paying)
 - b. Social media
 - i. What are the four most popular sites – describe benefits and features
 - ii. What they should be using and what to ignore. What will give them a return on investment of time and money.
2. How to work your patient database more effectively to
 - a. Increase follow up visits, cleaning, further care
 - b. Increase referrals
 - c. Improve patient care
 - d. Significantly lower operating expenses
 - e. Effective use of email, text messaging, social media
 - f. Clever communication and marketing ideas.
3. Increase staff productivity
 - a. Top seven software tips that will save time and improve communication

Business Outcomes: Significant gains in:

1. Practice income
2. Productivity, time management
3. Profits from lowered overheads

All from minimum effort or cost.

Debbie Mayo Smith

You may have seen her on TV, read one of her many media columns, or one of her 10 bestselling books. Perhaps you've heard her on the radio. When you meet Debbie at the Dental Expo you'll know why she is one of the most sought after business speakers in Australasia and called the 'Motivational Whirlwind' a Debbie will inspire you. Motivate you. Entertain you. Make you laugh. But most importantly she will give you practical ideas and how-to's on using your everyday business tools better. Your result will be how to free up time and improve your practice's success, easily, effectively, inexpensively.