22\textsuperscript{nd} Annual Practice Management Symposium: Key Strategies to Improve Your Practice in Today's Economy

Friday
October 7, 2016

PRELIMINARY PROGRAM
Continuing Education & Conference Center • St. Paul Campus

8:30 Final registration and assembly

8:55 Welcome and introduction

9:00 \textbf{Meeting Today's Current Marketing Challenges} \quad \textit{David Schwab, Ph.D.}

- using verbal skills to educate patients
- marketing your practice through social media
- projecting the right image to attract the right patients

10:15 Networking/refreshment break

10:30 \textbf{Implementing Consistent Systems in the Office}

- using technology effectively
- establishing new patient management protocols and making them stick
- dealing with complaints

12:00 Question and answer session

12:15 Luncheon (included)

1:00 \textbf{Using Testimonials Effectively}

- employing surveys to capture testimonials
- step-by-step process for gathering written and video testimonials

2:15 Networking/refreshment break

2:30 \textbf{Holding Everyone Accountable for Practice Success}

- making marketing everyone’s job
- running a successful staff meeting
- getting things done

3:45 Question and answer session

4:15 Adjourn
Speaker

David Schwab, Ph.D., internationally known speaker and practice management consultant who works exclusively with dental professionals. Dr. Schwab runs his own marketing and consulting firm, David Schwab & Associates, Inc. The company provides in-office seminars and other practice management services for fee-for-service dentists in the U.S. and Canada. He also works extensively with directors and members of the Seattle Study Clubs. Dr. Schwab’s practice management and marketing articles have appeared in numerous publications, including the Journal of the American Dental Association, Dental Economics, and the Journal of the Canadian Dental Association. He also publishes The Personal Report, a newsletter for periodontists and oral surgeons on financial and practice management. Dr. Schwab has previously served as Director of Marketing for the American Dental Association and as Executive Director of the American College of Prosthodontics.

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