

WORKSHOP AGENDA

SCALING YOUR DENTAL PRACTICE

Created Exclusively for Dykema's Definitive Conference for Dental Service Organizations

Attend the Scaling Your Dental Practice Bootcamp taught by experienced industry experts to gain practical strategies for attracting new patients, improving efficiency, increasing profitability, and networking with peers, making it an ideal opportunity for dental professionals at any stage of their career to elevate their practices and make a real impact in the field.

8:00 AM	Networking Breakfast	
9:00 AM	Welcome Message <i>Setting the Stage for Growth</i>	Dee Fischer Gary Bird
9:10 AM	Scaling Framework: Building a Strong Foundation for Success <i>Learn how to create your framework for scaling by reviewing key pillars of business, focusing on systems, operations, and marketing.</i>	Dee Fischer Gary Bird Kevin Cumbus
10:10 AM	Patient Journey and Client Avatar: Maximizing Marketing Impact <i>Discover the importance of understanding the patient journey and client avatar in relation to marketing. Includes a demonstration of the power of ChatGp, a valuable AI tool in patient engagement.</i>	Dee Fischer Gary Bird
10:50 AM	Brian Colao's Journey: A Guest Speaker Session <i>Be inspired by guest speaker Brian Colao as he shares his incredible back story, offering valuable lessons and motivation for your own journey.</i>	Brian Colao
11:20 AM	Pillars of Business <i>This session is designed to provide you with the necessary knowledge and skills to effectively incorporate essential tools into your daily operations.</i>	Margaret McGuckin Dee Fischer Gary Bird
12:00 PM	Networking Lunch	
1:00 PM	Essential Marketing Metrics: Tracking Success and Uncovering Blind Spots <i>Understand the metrics you should be tracking in your marketing efforts and uncover the Black Hole of Marketing. Gain insights to optimize your strategies and drive better results.</i>	Gary Bird
1:40 PM	Applying Strategies to Practice: Bridging the Gap and Scaling Up <i>Connect the dots between the knowledge gained and its impact on your practice. Learn how to apply the learnings effectively and scale your practice for enhanced success. Moderated by Dee Fischer.</i>	Gary Bird Margaret McGuckin Amol Niguradar
2:15 PM	FEATURED EVENT: Hear the Experts Speak <i>This session brings together esteemed industry leaders who will share their invaluable insights, expertise, and guidance. You'll have the opportunity to ask questions specific to your practice's needs. They will provide tailored advice and offer practical solutions to the challenges you may be facing. Moderated by Dee Fischer.</i>	Houmam Ali Pat Bauer Shawna Eury Margaret McGuckin Brian Colao Gary Bird