

Maximizing Practice Growth Potential

A Unique Education Opportunity For
The Marketing Team and Implant Coordinators

Friday & Saturday, March 30 - April 1, 2023
The Woodlands Resort, The Woodlands, Texas

Friday, March 31 **General Session** *(all participants)*
8:00 to 4:00

- Why Every Surgical Practice Needs an Implant Coordinator: **Increased Referrals, Increased Case Acceptance, and Increased Production & Profitability**
- Which Implant Coordinator Model Will Work in Your Practice as the Referral Base Changes?
- Upping Your Game and Realizing Your Professional Goals
- Contributing to Practice Growth with Successful Referral Outreach

Special Guest Speaker Dr. Yoko Kimura visiting from Sapporo, Japan will be presenting how the JDICA is making the Implant Coordinator an integral part of dentistry in Japan and sharing the benefits of offering full-arch treatment for the edentulous population.

Saturday, April 1 **Implant Coordinator Session**
8:00 to 4:00

- Consults & Fee Presentations that Maximize Case Acceptance
- Tracking Case Acceptance and Recapturing "Pending" Revenue
- Productive Referral Outreach Plan, Successful Office Visits
- Effective Lunch & Learn and Snack & Share Meetings

Saturday, April 1 **Marketing Session**
8:00 to 4:00

- Balancing Your Multiple Responsibilities
- Strategic Planning for Referral & Patient Marketing
- Outsourcing to Expand Your Marketing Capabilities
- Assessing Practice KPI's and How You Can Improve Them
- New Concepts for Referral Marketing
- Evaluating Your Digital Marketing Strategy

Speakers & Workshop Facilitators

Dr. Yoko Kimura, Sapporo, Japan
Director JDICA, Director Malo Clinic Sapporo

Kathi Carlson, CDA, FADIA
Certified Coach and Motivational Speaker, Neocis Consultant

Cynthia Bollinger
OMS Practice Consultant, Director IDIA, Director DICA

Nicole Fortune, MBA, RDH
Hygienist, Speaker, Director of Professional Relations

For more information contact Cynthia Bollinger, cynthia@idia.org · To register visit www.SWSOMS.org