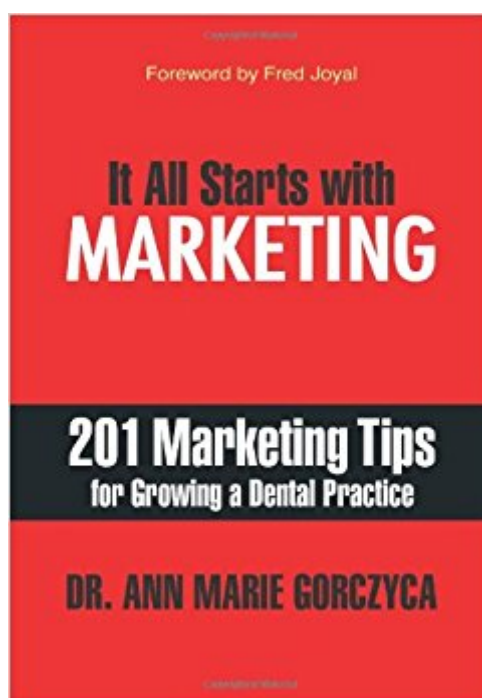


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# It All Starts With Marketing: 201 Marketing Tips For Growing A Dental Practice



## Synopsis

**MARKETING** The business of dentistry is more competitive than ever. An understanding of marketing will help you conquer this challenge. **It All Starts With MARKETING-201 Marketing Tips for Growing a Dental Practice** shares ideas, experiences and strategies to gain new patients and grow your practice. It will serve as a useful resource for the dental professional. **PATIENTS** With attention to your patients, their experience in your office, and the things they love, the doctor and team implement a strong internal marketing system and can make ideal dental care more available than ever before. **COMMUNITY** By building a unique brand and participating in community events, new patients discover you, get to know you and learn your story. Public relations is an external marketing method that should be considered for the exposure, name recognition, trust, and credibility that it gives you. **RELATIONSHIPS** Professional dental and medical relationships are built on trust by education, communication and participation, as well as giving of yourself to others and producing excellent dental results. Never underestimate the external marketing effectiveness of expressing acknowledgement, appreciation, kindness and love.

## Book Information

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## Customer Reviews

"What a gift to a new doctor wanting to generate happy patients and future referrals." -Rosemary Bray, Speaker, Trainer and Consultant to the Dental and Orthodontic Profession "This publication deserves the attention of all who want to continue to grow and thrive in today's professional marketplace." -Michael Cohen, D.D.S., M.S., Periodontist, Founder, The Seattle Study Club "This is the 'Go-To' marketing manual for dentists and dental specialists!

It's packed with marketing tips that really work specifically for the dental practice!" -Judy Kay Mausolf, Coach, Speaker, Author & Practice Riser

"Without question, this book is a requirement for every dentist and dental specialist determined to build an elite practice." -Neal D. Kravitz, D.M.D., M.S., Kravitz Orthodontics, South Riding, Virginia

"This book fills the knowledge gap that most of us have on how to successfully market and attract new patients."

-Lee Ann Brady, D.M.D., Speaker, Dentist, Desert Sun Smiles, Glendale, Arizona

"This book is filled with simple ideas you can implement today, whether you are a new or established dental practice owner or in general or specialist practice." -James Goolnik, B.D.S., M.Sc., Dentist and Author of "Brush", London, England

"This book will serve as an invaluable resource with diverse and easy-to-implement marketing ideas, solid advice and proven strategies for strengthening and growing your dental or specialty practice." -Maureen Valley, D.M.D., M.P.H., M.S., Orthodontic Specialist, Associate Professor, University of the Pacific, Arthur A. Dugoni School of Dentistry

"This book is a fresh and energetic look into marketing with concepts that apply directly to dentistry." -Jay Wirig, Managing Partner, Thomas, Wirig, Doll, CPAs to Dentists and Physicians

Dr. Ann Marie Gorczyca is a Clinical Adjunct Professor of Orthodontics at the Arthur A. Dugoni School of Dentistry, University of the Pacific, where she speaks on practice management topics including marketing, teamwork, treatment coordination, customer service, management systems and human resource management. She was a marketing speaker at the 2011 and 2012 American Association of Orthodontists (AAO) Annual Sessions. Formerly a faculty member at UCSF School of Dentistry, she has received teaching awards from UCSF and University of the Pacific Dental Schools. Dr. Gorczyca is a Diplomate of the American Board of Orthodontics and is in private practice in Antioch, California. She lives in Northern California. This is her first book.

As the owner of a new startup orthodontic practice, I was extremely happy when I learned that this book was around. It is full of great ideas that I was able to immediately start using. Also, orthodontists are famous (more like infamous) for being highly territorial and competitive. In this regard, Dr. Gorczyca is like a breath of fresh air. She is, unfortunately, one of our few colleagues who genuinely cares about the well being of other dentists and specialists. She shares her "secret sauce" freely and openly, as she is secure enough in her own success to not engage in the silly chest puffing and dirty tactics of other orthodontists. Thank you, Dr. Gorczyca, for writing this excellent book.

A must-have book for any dental practice. From cover to cover, it is packed with crucial information not obtained at even some of the best dental schools in the country. Ideas embossed in the pages have helped my practice grow since reading the books. All of the ideas might not apply to your clientele and patient population but even one or two great ideas from this book will help encourage morale and breathe some life into a stagnant dental practice!

I work a lot with new grads, fresh out of school and starting their first practice. There are a million decisions to be made in those initial months of building a successful practice, and I think getting the message out about the service they have to provide must be at the top of their list. This book is a must have and I will be recommending it often. Great marketing doesn't have to cost a lot of money, or be complicated. Dr. Gorczyca reminds us of the importance of building a real relationship with your community, focusing on a few things each month to excel at, and committing to excellence in the way you interact with your team and your patients. This book is packed with tips for improving your marketing and communication with your patients, responsible parties, staff, and community making this an excellent resource for new grads and established practices alike. ~ Lisa Schuelka, Systems Consultant @ Ortho2 Computer Systems

What an amazing resource for dentists (and honestly any small business looking to grow). Dr. Ann Marie Gorczyca really breaks down marketing tips in such a way that they are easy to digest and the index makes it a book that you will be able to reference for years to come. The fact that she is an active practicing orthodontist makes this book a step above in my mind because she is in the "field" everyday, living and breathing what she write about. Highly recommend this book.

This book is full of great tips and ideas that are not only quick and easy to implement, but they WORK! It's a fantastic read with readily available resources! Her energy is noticeable in every page! It's been amazing to see the results we've had. It's a must read and must have for any practice who is ready to take it up a notch and think about growth with an emphasis on above and beyond service! I'm so glad it's a part of my marketing tool kit!-Deana ZostOffice Manager

Dr. Ann Marie Gorczyca is full of enthusiasm and a treasure-trove of practical and creative ideas. I urge you to purchase this book today and start on the road to practice success! Due to the large volume of strategies it may be best to start with a few great ideas and phase in additional ideas in 6

month increments. No need to have a large volume of unread marketing books in your library. It All Starts with Marketing is all you need to achieve your goals!

I have been doing dental marketing for the past 15 years and have worked with hundreds of dental practices. Dentists wear MANY hats... And Marketing Director is typically one of them. The problem is that most dentists don't have a simple, clear guide for how to handle their marketing. This book IS such a guide. It's practical, actionable, simple, thorough and doesn't get lost in theory. My recommendation is to focus on 2 or 3 of her tips each week for a year or so. By doing so, my prediction is that you'll see remarkable results--and you won't be scratching your head all the time trying to think of new marketing ideas.

If you are feeling like your marketing needs a shot in the arm, just grab this book. The ideas are creative and fantastic and if you for some reason don't love one, just move on to the 200 remaining winners! ROI for this book is off the charts!

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