

Howie & Mark Bio & Course Description

SPEAKER INFORMATION FORM

Howie Horrocks



Howie is the author of two dental best sellers, *Unlimited New Patients, Volume ONE* and *Unlimited New Patients, Volume TWO; Trade Secrets of America's Dental Marketing Guru*. He is the Founder and CEO of New Patients, Inc., the advertising agency exclusively for dentists.

He has authored articles on the subject of new patient marketing for publications such as Dental Economics, Dental Products Report, Dentaltown Magazine, The Richards Report, The Independent Dentist, The Advertising Dentist, The Farran Report, Dental Practice and Finance and others. He also co-moderates Dr. Howard Farran's Dentaltown.com marketing forum.

Dr. Howard Farran has called him, "Dentistry's Number One Marketing Man." He has received accolades and endorsements from virtually every leader in the dental profession.

[Speaker Bio]

Mark Dilatush



Howard Farran said of Mark, "multitudes of dentists have benefited from the wisdom and integrity that Mark brings to every project. His thoughtfulness and sincere approach has aided scores of dentists in finding their path to greater dental success."

Mark is the Vice President of New Patients, Inc. Mark has spent the past 24 years teaching dentists and their teams how to better promote, manage, and analyze their practice. Mark writes and lectures on the implementation of advanced practice management principles and practice marketing to dental societies and study clubs throughout the nation. You may have read some of Mark's articles in recent issues of Dentistry Today, DentalTown, or national e-newsletters. Many dentists also appreciate his work on the DentalTown and ACEsthetics dental forums.

[Speaker Bio]

Unraveling the Mysteries of Marketing/Promoting Your Dental Practice

This presentation starts out with audience participation and discovery. The audience will quickly realize that everyone there is really challenged by the same basic principles. From there, Howie and Mark share the foundation principles of establishing a solid marketing plan for any dental practice. Once the foundation is set, attendees will learn the top 10 mistakes most dental practices make when promoting their practice along with "why" those mistakes are so common. After learning how to avoid those top 10 mistakes, attendees will learn which marketing mediums to use, when to use them, how to use them, along with quite a few examples of what works, what doesn't work, and most importantly – why.

[Lecture Objectives]

1. Establish uniform and shared understanding of the core challenges
2. Learn how to budget and allocate the budget properly
3. Learn the proper order, volumes, and timing of applying the budget
4. Understand which mediums to use and what to expect from each
5. Learn what not to do, what to do, and why

[Presentation Options]

"Unraveling the Mysteries" has been altered and presented in 3 hour, 4 hour, and full day (6 hour) presentations.