

## 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]**

"Your Practice Website – Getting it to pay off Big Time!"

There are thousands of dental websites on the internet. Thousands of dollars have been spent building and maintaining each one. Few however, return even their initial investment. This is NOT a presentation on website design or search engine optimization filled with technical jargon. This IS a presentation about what dental practice websites REALLY are. Dental websites are absolutely the BEST secondary marketing medium available to dentists. Attendees will learn how to drive local website traffic, how to instantly see the results, and especially how to turn those "visitors" into first appointment phone calls.

[Lecture Objectives – Attendees will learn]

1. An all new way to think about their existing website (or new one)
2. Why and how to drive local traffic to their practice website
3. The role and value of search engine optimization
4. The value of background reporting from their website
5. Their website "from the consumers point of view"
6. How to get more "visitors" to pick up the phone and make their first appointment

[Presentation Options]

"Your Practice Website – Getting it to pay off Big Time!"  
is presented in two different lengths – 2 hours and 3 hours.