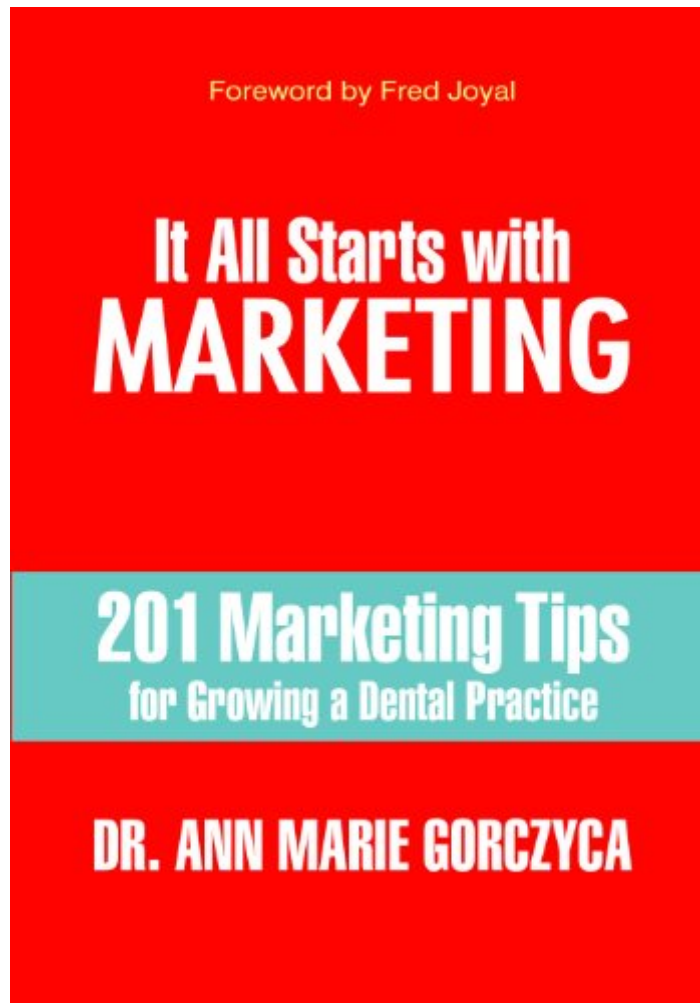




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It All Starts With Marketing



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.

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.

Book Information

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Customer Reviews

It All Starts with Marketing is a marketing book written for the orthodontist. Dr. Gorczyca has been a successful orthodontist for more than two decades and shares many of the secrets of her marketing success in this book. As someone who makes their living as a Marketer, I really appreciated this book for its simplicity. It is well organized, but it lays out 201 marketing tips that can benefit any office. I can imagine many orthodontists reading this book and saying, "Yes, I do this in my practice, but I have forgotten to do this, this, and this!" Dr. Gorczyca provides the framework and guidance to ensure that each office is doing what is needed to help grow their practice. There is even a Marketing Calendar template at the end of the book to help the reader action on what he/she learns when reading this book. I'd recommend this book to residents and experienced orthodontists alike!

Dr. Gorczyca gets it. She gives simple yet (easily) overlooked ideas to provide impeccable service. So many great suggestions. She even provides an implementation guide. Most books that tell you how to make an improvement fail to provide steps for implementation. Not this book.

This book has lots of great ideas that are easy to implement with little to no cost. Not all the tips are realistic for every provider but there's no reason why you shouldn't be able to use many of the strategies.

I highly recommend this book for any dentist who is looking to increase their patient pool. The marketing ideas are relatively straight forward and easy to implement. Some of the ideas are common sense while others are more thinking "outside of the box." In my mind, if you even get one

new patient from this book, it is worth its weight in gold.

A must have read for any referral based dental business, Dr. Gorczyca's book lays out years of experience and a wealth of knowledge that she shares with everyone. Whether you are a dental startup or a seasoned veteran, you will be sure to glean many pearls from this read. Don't miss out!

Great book of marketing ideas in a dental practice! Some obvious and some creative and unique. An excellent resource for any office that wants to grow, attract new patients, retain great ones--and have them refer their friends and families.

A great guide for any specialty practices that depend on referrals. Kudos for Dr. Gorczyca! I know that she practices what she preaches! She has such boundless energy and a disarming personality that break down all barriers. I will try to follow in her footsteps.

Concise, easy read and a ton of information. Highly recommended for all orthodontists!

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