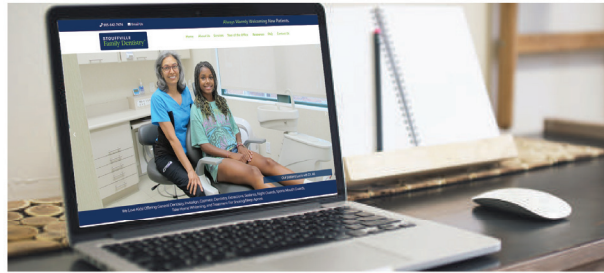




*Exclusively helping dentists since 1990 through communication,
structure, protocols and unique marketing concepts.*



Dr. Waseema Ali - Stouffville Family Dentistry, Ontario, CA

WEB/SOCIAL MEDIA/SEO

Website Development

Creating dynamic internet marketing and communication.

PRINT MATERIALS

Elevate patient awareness of services and encourage internal referrals.

Dr. Isaac Perry -
Perry Dental, Minnesota



Dr. Arif Virani - Dentistry On 88, Ontario, CA

AWARENESS

Signage/Banners

Take advantage of your location.



TRAINING

Training for case presentation, telephone skills, tracking, recall systems, communication and marketing.

Dr. Howard Farran with
Harold Meredith - Consulting
Dentists Consultant

OPPORTUNITIES

- 02 - 03** *Practice Consultation*
- 04 - 05** *Marketing Consultation*
- 06 - 07** *Branding Your Practice*
- 08 - 09** *Business/Appointment/Gift/Thank You Cards*
- 10 - 11** *Custom Brochures*
- 12 - 13** *Custom Canvas Art Prints*
- 14 - 15** *Custom Postcards/Mailers*
- 16 - 17** *Signage/Banners/Window Displays*
- 18 - 19** *Website Development*
- 20 - 21** *Website Videos/Dental TV*

PRACTICE CONSULTATION

Helping independent dentists realize their opportunities and deal with practice issues effectively is hugely important to practice growth and improved working environments.

Consulting Dentists encourages dentists to build their dental offices to compete with corporate dentistry and to build their business/practice to be strong and profitable.

Consulting Dentists will help with your...

- Business Structure
- Meeting Systems
- Employee Agreements/Manuals
- Phone Answering/Presentation Skills
- Referral & Review Systems



Dr. Carolyn PoonWoo, Bloor West Dental Group, Toronto, ON

"Harold has been instrumental in helping us grow and increase the productivity in our practice. His strong organizational skills, extensive knowledge and experience in numerous dental practices have been invaluable. He implemented systems which improved communication between the administration and clinical staff which ultimately enhanced patient experience. As a consultant, he brings valuable insight in identifying areas needing improvement and gets to work on refining or executing change. His strong people skills make him a pleasure to work with!"

- Dr. Carolyn PoonWoo



Dr. Robin Hildebrand - Hildebrand Dental, Missouri

A More Profitable Practice

- Higher Case Acceptance
- More Quality Patients
- Fewer Cancellations & No Shows
- A Full Hygiene Schedule
- An Effective, Professional Confirmation System
- Smoother Team Communication

WOULD YOU GET EXCITED ABOUT...

- Higher patient acceptance rates?
- More patient referrals and reviews?
- A more profitable business/practice?
- An efficient, trackable patient recall system?
- Fewer no shows & cancellations?
- Fewer open hours in your schedule?
- Improved communication between team members?
- A more enjoyable workplace?

MARKETING CONSULTATION

Effective marketing should reflect your professional values, enhance practice growth and establish solid patient-doctor relationships. To support these efforts, Consulting Dentists offers a one day, comprehensive practice analysis to help understand your opportunities. Our marketing consultant will strive to present your professionalism, care, comfort, experience, current technology, customer service and practice values in the marketing of your practice.



Our Experience

Is Your Advantage.

Dr. Bruce Camp - Camp Family Dentistry, Georgia

Benefits to You

- Identify the Uniqueness of Your Practice
- Enhance Your Professional Image
- Increase Rewarding Dentistry
- Network with Your Local Community
- Attract More Quality Patients
- Elevate Practice Awareness
- Better Communicate Treatment Options
- Build Your Practice

Increase Your Revenues through Proper Marketing, Communication & Case Presentation Training.

- **Practice Branding & Logo Design**
- **Business & Appointment Cards**
- **Custom Brochures**
- **Gift/Thank You Cards**
- **Custom Canvas Art Prints**
- **Mailers & Post Cards**
- **Window Displays & Signage**
- **Website Development**
- **Videos Program For Your Website**

We offer an initial practice questionnaire, demographic study and a custom patient questionnaire supercedes the initial practice visit, where our consultant meets with the doctor(s) and team members involved in the marketing of the practice.

Our marketing consulting clients receive comprehensive, personalized care through analysis of their practice at a number of different levels. Once practice goals are understood, we scrutinize your practice to determine opportunities to realize areas where your business may improve! Wall space, signage, windows, networking, your website and telephone skills are just some of the opportunities investigated. Take advantage of our 30+ years of experience to help build your practice.

BRANDING YOUR PRACTICE

Having a professional brand with a clean, simple logo and tag line enhances the professional image of your practice, creating a more recognizable business. At a glance, if your local residents immediately recognize you by just seeing your logo, you have a better chance of building your business. Simplicity and consistency is important in branding.

Consulting Dentists also offer development for:

- Referral Pads
- Letterheads
- Envelopes
- Flyers



Dr. Bob Zaricznak -
Stonehill Dental, Ontario, CA

Dr. Arif Virani -
Dentistry On 88,
Ontario, CA

Dentist
Live. Laugh. Smile



Branding Is Crucial

To The Practice's

Growth & Success.

DIFFERENTIATE YOURSELF FROM OTHER OFFICES

- Most dental offices have an “extracted tooth” for a logo.
- Differentiate your office from other offices by having a professional brand that is unique to your facility, team and office.
- Project credibility & develop patient loyalty.
- Present & position yourself clearly in the minds of patients & prospects alike.
- Focus your message & your mission statement with confidence!
- A quickly recognizable logo & tag line will help you to build your independent office.

BUSINESS & APPOINTMENT CARDS

A business card should be so much more than just your name and address. Take advantage of an inexpensive marketing concept to create a beautiful representation of your business that you can be proud of! Flip appointment cards work as a double sided card that combine the convenience of having both a business card and appointment card together as one. These form of cards provide a dynamic way for your patients to remember their appointment date and time, the doctor's or hygienists feedback shown on the diagram, office location, phone number, and their main Doctor or Hygienists name.

Dr. Kal & Farrah Jumaily-
Caledonia Smiles,
Ontario, CA



Dr. Arif Virani -
Dentistry on 88, Ontario, CA

Create Excellence & Opportunity

- Utilize Both Sides of Your Card
- List Your Services, Website & Benefits
- Logo, Photo, Motto, Mission, Tag Line
- Encourage Internal Referrals
- Elevate Patient Awareness of Services & Benefits
- Communicate You Accept New Patients

GIFT/THANK YOU CARDS

This unique and innovative program will encourage internal referrals and allow you the opportunity to network with local businesses like never before! Your team is taught how to utilize these dynamic pieces with proper letters, communication and internal verbiage. Your custom gift card has an available custom thank you card to complete your professional packaging. An amazing way to approach local retailers, corporations, schools, and other professionals to encourage new referral sources.

Customized For

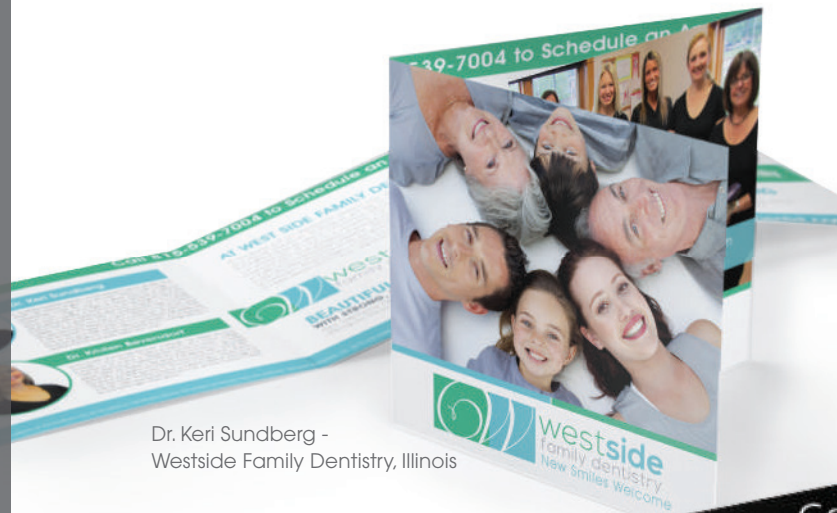
Services in Your Office.



Dr. Salvatore Pizzino -
Southport Family Dental, Connecticut

CUSTOM BROCHURES

Marketing benefits is an important aspect in building your practice! Consumers are interested in how your services benefits them. We suggest you communicate the important information as it pertains to patient benefits. Do you take their insurance or file their claims? Do you have convenient hours, free parking, televisions, coffee, water, games for the kids, etc? Your custom brochure is an opportunity to communicate, educate and market your benefits, services and, very importantly, that you accept new patients!



Dr. Keri Sundberg -
Westside Family Dentistry, Illinois



Elevate Patient

Awareness of Services.



It is essential to have a custom, multi-purpose brochure to represent all aspects of your business. Your team is taught how to ask for referrals with your new custom brochure. Other opportunities such as mailings, inserts and networking with local businesses and professionals, are also investigated. Our series of networking letters are included with your brochure design.

Take Advantage of Practice Opportunities!

- Enhance Your Professional Image
- Let People Know You Accept New Patients
- Encourage Internal Referrals
- Network with Local Businesses

CUSTOM CANVAS MOUNTED ART PRINTS

Wall space is very often under utilized in a dental office, a missed opportunity of large proportion. Many patients will not know that you are accepting new patients and most of the ones who assume or know that you are, may not be motivated to refer their friends and family members. On average, 50 percent of patients in North America assume that you are not accepting new patients! Why? You are not communicating that important fact to them, be it verbally, or more importantly, visually.



Dr. Isaac Perry - Perry Dental, Minnesota



Dr. Peter Yu - Optimum Dental Care, California





Cosmetic Dentistry

All of our cosmetic treatments are founded on sound function principles and a quest for natural and beautiful esthetics. Thanks to advances in modern dentistry, teeth can be restored with tooth-coloured resins and ceramics. These quality restorations are strong, durable, metal-free and are bonded to tooth structure. At Today's Family Dental we feel they represent an excellent investment in your long-term dental health.

New Patients Welcome
www.TodaysFamilyDental.ca

Dr. Joe Radice - Today's Family Dental, Ontario, CA

As well, many patients will not realize your vast array of services either. Utilize your wall space professionally and decoratively to communicate important information with custom Dental Art Prints.

Communicate the Following With Your Own Custom Art Prints

- Logo
- Credentials & C.E.
- Services Offered
- Welcoming New Patients
- Encourage Reviews
- Encourage Referrals
- Before & After Presentations
- Your Website Address
- Your Philosophy
- Your Mission Statement

CUSTOM POSTCARDS & MAILERS

On most occasions, you only have a moment to stand out as far as your marketing is concerned. Consulting Dentists offers postcards and mailers that catch everyone's attention! High quality postcards and mailers are designed to present not only consumer benefits, but in most cases creates a sense of urgency with one or two offers.

Dr. Robin & Matt Hildebrand -
Hildebrand Dental, Missouri

Increase

Patient

Flow.





Dr. Raj Singh -
Dentistry At Vitality Health, Ontario, CA

A properly designed postcard or mailer communicates and markets your benefits, services and, very importantly, lets the consumer know you are accepting new patients! It can also present your facility, team, and continuing education so that patients understand what is available to them and who they are trusting their healthcare to. Consulting Dentists designs, prints and distributes your postcard to the demographic that is most likely to take advantage of your services and offers. Your delivery area is examined so that you know exactly where, when and how many postcards or mailers are being delivered.

SIGNAGE/ BANNERS

Take advantage of the opportunity to market and catch the attention of people traveling past your facility every day! Signage is an important part of marketing for your dental practice. Attractive, appropriately placed and informative signs create a positive and engaging consumer experience and distinguishes your office from local competition. Signage is crucial to create interest and attract new quality patients. Whether it be an illuminated sign, a banner or a fixed sign, your signage needs to be simple with the word “dentist”, your logo, phone number, website and the fact you are accepting new patients.





Dr. Arif Virani -
Dentistry on 88, Ontario, CA

WINDOW DISPLAYS

We create beautiful, translucent window displays that are inviting, informative, and will attract attention to your practice. These displays are a powerful marketing idea, adhering to your windows and allowing almost complete visual sight from the inside out. Your window displays are completely customized, offering unlimited possibilities and a unique way to enhance your image and attract new patients! It's important to have simple information presenting consumer benefits along with your contact information, services, new patients welcome and eye-catching photography. Let us design a professional window display to encourage new patient flow.

UNIQUE WEBSITE DEVELOPMENT

Consulting Dentists creates very unique and effective websites that encourage people to contact you! Your custom website is a key piece to your marketing puzzle. Websites allow you to present your practice in complete custom detail, however, most offices do not take advantage of this opportunity.

We suggest presenting near 100% custom photos and patient benefits throughout your site to catch people's attention. The two most common questions front desk team members receive from new patients is, are you accepting new patients, and do you take my insurance? Answer those types of questions even before they are asked on your very customized website.

**Reinforce Your Marketing &
Attract Quality Patients With
A Unique Website.**

Dr. Waseema Ali -
Stouffville Family Dentistry,
Ontario, CA





Enhance Your Business Through Inbound Marketing, Web Development & Content

- SEO (Search Engine Optimization)
- Google Analytics
- Google Adwords
- SSL (Secure Sockets Layer)

Advantages of Having A Responsive Website

- Increase In Mobile Traffic
- Faster Loading Times
- Easier Analytics Report
- Improved SEO
- Improved Online/Offline Browsing
- More Social Sharing

WEBSITE VIDEOS

Consulting Dentists offers over 375 different green screen videos that deliver detailed information about services and products in your office that professionally market your dental practice. The videos are positioned to appear that they have been filmed directly in your office. The videos are then placed on your website directly on the pages that relate to the service offered to educate patients and enhance your search rankings in that area. These website videos can also be placed throughout your social media accounts such as X, Instagram and Facebook, as well as video content sites to elevate practice awareness.

**A Unique & Personable
Opportunity To Promote
Your Practice.**

Dr. Waseema Ali - Stouffville Family Dentistry, Ontario, CA



DENTAL TV

Visual communication is the key to encouraging patients to remember important information presented to them. We recall up to 80 percent of what is presented to us visually compared to less than 10 percent of what is presented through verbal communication. Walk through your office, are you communicating to patients visually? It is a proven fact that we must repeat something at least seven times before people will retain the information. Dental TV is designed to silently communicate your custom information to patients in your reception area and treatment rooms. Dental TV communicates visually on a repetitive basis, the information you deem important to your patients!



Dr. Brock Rondeau, London, Ontario

Your Custom Presentation Includes:

- Logo, Staff Bios, Hours
- Insurance Information
- Your Own Case Studies
- Philosophy & Mission Statement
- Thanking Patients for Referrals
- Services Available
- Upcoming Events
- Welcoming & Accepting New Patients
- New Technology & New Products Available in your Office



www.ConsultingDentists.com

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