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Dentsply Sirona Implants is your professional development partner and helps you stay at the forefront of your field fueled by evidence-based educational resources and continuing education experiences.

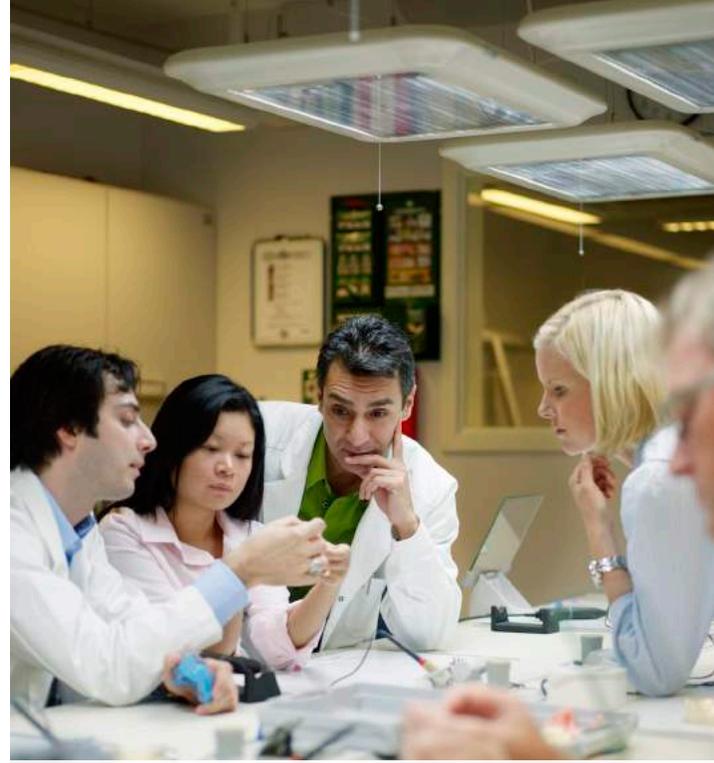


590 Lincoln Street
Waltham, MA 02451

Upcoming CE course

2019's Most Effective Dental Social Media Strategies You Can Start Using Today!

Thursday, March 28, 2019
Daly City, CA



2019's Most Effective Dental Social Media Strategies You Can Start Using Today!

Presented by
Mr. Jack Hadley

Co-sponsored by



Drs Sam Khoury and David Tsang

Thursday, March 28, 2019
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2019's Most Effective Dental Social Media Strategies You Can Start Using Today!

Social media marketing for dentists has grown up! And while specific tools and tactics are always changing, the principles that drive effectiveness remain the same. Join Jack Hadley as he leads you through a lively, highly visual journey to your own practice's social media marketing nirvana. Whether you're just getting started, or you're already a social media maverick, you'll leave Jack's lecture with a crystal clear understanding of how social media marketing works for dental practices, along with tons of actionable takeaway ideas you'll use immediately in your own practice.

Topics covered:

- Digital Dental Marketing: Where it is and where it's headed.
- Online Reputation Management: Why it matters and what to do.
- Effective Social Media: It starts INSIDE your practice.
- Tools & Platforms: Which ones work best, and why.

Learning objectives:

- Start creating "share-worthy" content that helps new patients find you.
- Implement simple methods for getting great reviews (and more of them).
- Empower team members with participation skills that work.
- Effectively manage your limited marketing time.
- Better retain existing patients using case study examples.

Program at a glance

Date	Thursday, March 28, 2019
Time	5:30 - 6:00 pm <i>Registration</i> 6:00 - 8:30 pm <i>Lecture presentation and dinner</i>
Location	St. George - Banquet Hall 1617 Southgate Avenue Daly City, CA 94015 650-991-2234
Tuition	Complimentary No refunds will be issued as this is a tuition-free course. The new Physician Payment Sunshine Act requires reporting of the transfer of value to physicians and dentists. The value of this program is estimated at \$50 per person, which is required to be reported to the US Department of Health & Human Services.

CE credits 2.5 hours

Registration

To register for this program contact:

Linda Setiadi and Fergie Urbina
650-991-0999 or info@pcdios.com

Please respond as soon as possible as space is limited.

If registering by email, please include the program date and location, your full name, NPI or state license #, complete address and phone number.

Information

Your local Dentsply Sirona Implants representative:

Andrea Hayden | 828-361-8385
andrea.hayden@dentsplysirona.com

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ADA CERP Continuing Education Recognition Program

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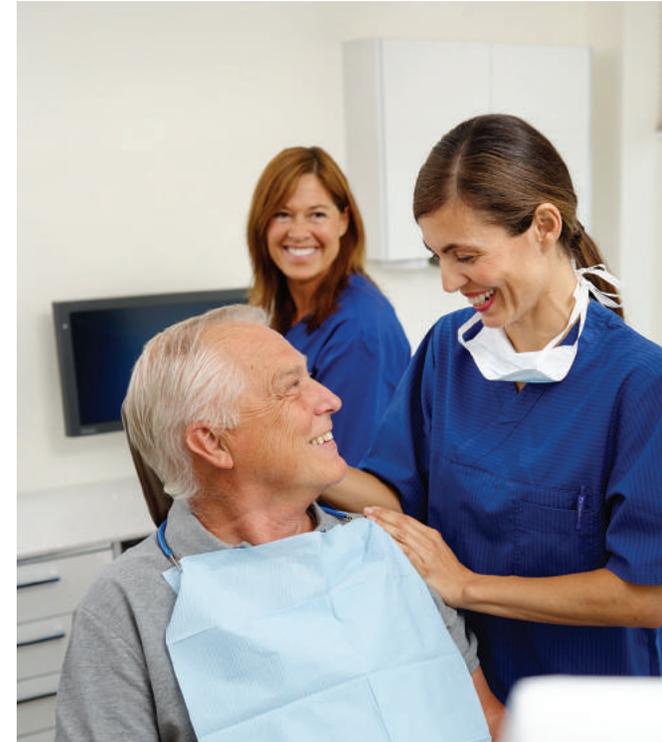


Featured speaker



Jack Hadley developed the curriculum for, and has taught the Social Media Marketing track in the MBA program at Brigham Young University's Marriott School of Management in Provo, Utah. He is also the founder of My Social Practice, an agency providing

social media content, strategy and support to dental, orthodontic, and dental specialty practices worldwide. Jack is an award-winning copywriter and former ad agency Creative Director with a rich background in all aspects of the creative process.



The participation of this speaker has been made possible through support from Dentsply Sirona Implants.