

# THE FUTURE OF DENTISTRY IS APPROACHING FAST! ACT NOW!

## COURSE DESCRIPTION

Dentistry is rapidly evolving field...new procedures coupled with advancing technologies makes it difficult to keep up. Let us help you stay at the forefront of dental care and grow your practice in 2016! This session will update you on all the latest and most critical changes within the profession from both a patient-care and marketing/business perspective. We'll help you raise the standard of care for your patients with the latest methods and procedures, all backed by the latest research. We'll also help you keep pace with the latest marketing trends. In 2005, the internet became the standard interface for consumers to research and select dental practitioners. In 2016, an outstanding website is an absolute necessity, but the standard has evolved to mobile-friendly websites and effective use of social media. Let the experts in dental consulting help you grow your business today with this fun-filled, interactive, and exciting session!

## COURSE OBJECTIVES

- Learn about the latest in hygienic procedures and methods that hygienists, dentists and patients all love
- Leverage the newest products and technology to grow your practice by 30% or more in just one year
- Apply a team-based approach to your office in order to ensure your entire staff has a key role in growing your practice
- Understand the essential tenets of full-format and mobile-friendly website design
- Help your team members become social media experts... gain 20+ new patients a month!

## ELIJAH DESMOND, RDH, BS

Elijah Desmond began his career at age 15 as a motivational speaker to kids of all ages. He went on to graduate from The Ohio State University as a "Guygienist" and moved to Honolulu, Hawaii where he started his first of five dental businesses. Elijah has learned a great deal from his experiences after practicing with and coaching over 300 dental teams nationwide.

In addition to being a highly sought after consultant with Back To The Basics, he speaks in 4-6 cities per month. Elijah has worked with several premier dental companies and has spoke over 100 times for Straumann and invisalign®. Elijah still manages to find time to speak independently throughout the country and is known for having fun-filled, engaging lectures. He provides his audience with tools they can take back to the office and implement right away. He is adamant that a fun atmosphere is essential to learning!



**BOOK ELIJAH TODAY!**

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Back<sup>2</sup>the Basics