



The Implant Coordinator's Role in Accelerated Practice Growth

OCTOBER 28 & OCTOBER 29 • *Dallas, Texas*

The Institute for Dental Implant Awareness (IDIA) is pleased to collaborate with the Dental Implant Coordinator Association to present a comprehensive, 2-day workshop that will prepare Implant Coordinators for the critical role they will play in the future success of OMS practices.

Topics:

- Taking the Implant Coordinator Role to a New Level for Increased Practice Growth and Profitability
- New Standards for Best Practices for the Implant Coordinator Role
- Achieving Optimal Case Acceptance of Implant Treatment
- Incorporating Professional Sales Communication in the Implant Consultation and Fee Presentation
- Innovations in Referral Marketing: Marketing Partnerships
- Practice Differentiators for a Competitive Edge

Meeting Facilitators:

Cynthia Bollinger has specialized in surgical implant practice management and marketing, and has lectured nationally and internationally for the past 30 years. As Founder of the Institute for Dental Implant Awareness (IDIA), she created The Dental Implant Guide to promote the team approach.

Tracy Butler has 29 years of experience in dentistry. She is a registered dental hygienist, motivational speaker, and coach. She served as the National Director of Hygienist Education and Professional Relations at Straumann, and developed the CORE programs for Implant Coordinators.

Heather Land spent 17 years as a sales and marketing executive in the dental and medical device manufacturing field. Her expertise is developing practice growth strategies for surgeons. As a marketing and communications consultant, she has lectured extensively on practice growth.

For More Information and to register for the workshop contact us at info@idia.org