



Wendy O'Donovan Phillips

LECTURE #1

Kaboom!: The Method Used By Top Dentists for Explosive Marketing Results



The perfect remedy for...

- A drop in production or lack of profits
- Patient traffic plateauing or falling off
- High staff turnover or low patient loyalty
- Not enough patient traffic to acquire, transition or expand

A successful practice knows exactly who they are, how their practice is different from all others and how to inspire their patients and community to become loyal to them. Take the guesswork out of marketing to increase patient traffic, patient loyalty, employee retention, production and profitability.

In this course, Wendy O'Donovan Phillips shines the light on the four parts to a balanced marketing formula: brand, online, traditional, and internal.

Attendees will gain clarity about the importance of branded marketing, and will review real-life examples on:

- What to say to potential patients to attract them to the practice
- The most powerful ways to reach their ideal patients
- Creating a marketing toolbox that simplifies and saves money
- The best ways to motivate patients to become loyal to the practice

Learning Objectives

- Use patient feedback to brand and market the practice online, offline and throughout the community
- Ensure that the practice is differentiated from competitors
- Establish a message and look that is as unique as the practice's culture
- Develop a foolproof 12-month marketing plan with easy step-by-step instructions
- Increase recalls and referrals with improved patient experience and communications
- Apply the 3 As to greatly improve website impact
- Understand the dos and don'ts of websites, online reviews, SEO, online advertising and social media
- Discern which traditional marketing tactics are most appropriate for the practice
- Create a system that generates loyal patients, and inspires them to refer
- Simple steps to foolproof marketing that will save money and drive higher quality patient traffic

Suggested Formats: Full or half-day courses

Suggested Audience: Physicians/dentists and teams

LECTURE #2

Closing the Chasm: How Independent Dentists Can Edge Out Corporate Dentistry Competition and Continue to Thrive



Ideal for independent dental practices that are experiencing one or more of the following challenges as a result of the exponential rise of corporate dental practices entering the marketplace...

- Flat or declining revenues
- Diminishing profits
- Mounting debt
- Difficulty budgeting for new, higher-cost technologies
- Added strain during the economic downturn
- Increased challenges with attracting new patients
- Difficulty managing the business side of the practice in such a way that it truly competes with corporate dental practices

The American Dental Association (ADA) reports: “the number of multi-unit dental firms with 10 or more locations grew fivefold between 1992 and 2007, as the number of dental establishments that they operate rose from 157 to 5009.” Since 2007, we have seen an exponential rise in corporate dental practices.

This lecture serves to help independent practices close the chasm that has grown between independent and corporate dentistry so they can more readily compete with the large corporate players.

Learning Objectives

- Distinguish the 5 critical overarching principles that corporate dentistry thrives on – and how independent practices can do the same
- Learn the top 5 reasons DSOs exist and how to compete
- Study how to position your dental practice like Apple positioned the personal computer, and truly own the marketplace
- Master the marketing strategies used by corporate dentistry and Fortune 500 companies, and know just how to apply them to your dental practice
- Understand how to maximize earnings, including how to attract and accept only those patients you wish to replicate, and learn step-by-step instructions for when and how to drop insurance plans
- Uncover the 14 business strategies that independent practices can learn from corporate dental practices and put them into play to accurately compete

Suggested Formats: 2.5 hour session

Suggested Audience: Independent dentists and teams



Most Doctors Feel Sick When They Think About Marketing. Overwhelmed. Confused. Apathetic.

Wendy O'Donovan Phillips has the cure. She shines a light on how to foolproof marketing in order to safeguard the practice for years to come. She delivers insightful, easy-to-understand courses for physicians/dentists and teams. She educates and excites audiences about best practices in brand and website development, online marketing and social media, as well as traditional and internal marketing strategies. Wendy's presentations include key takeaways

that attendees can implement on their own. Attendees can look forward to fun, energetic courses that hold their attention, spark their interest, and shift their mindset into easily making marketing a top priority and implementing solutions that pay off.

Wendy founded her marketing agency, Big Buzz, to provide healthcare organizations and private practices nationwide with **marketing backed by real research**. Her book, KABOOM!: The Method Used By Top Dentists for Explosive Marketing Results is available on Amazon.

Wendy's work has been published in The Hollywood Reporter, The Washington Times, The Denver Business Journal and several Tribune newspapers, and the Metro Denver Dental Society's publication, The Articulator, among other publications. She has been recognized by The American Marketing Association and The Colorado Association of Black Journalists for excellence in writing.



Partial List of Presentations

Colorado Dental Association Annual Session; Vail, CO
Metro Denver Dental Society; Denver, CO
Colorado Dental Association New Dentist Committee; Denver, CO
International Anaplastology Conference; Denver, CO
Seattle Study Club; Denver, CO
Seattle Study Club of Southern Colorado; Colorado Springs, CO
Study Club, Dr. Brett Kessler; Denver, CO
Los Angeles Dental Society; Los Angeles, CA
OrthoVOICE; Las Vegas, NV (Two consecutive years)
Queens County Dental Society; Queens, NY
American Dental Association Annual Session; Denver, CO
American Association of Dental Office Managers; Denver, CO
The University of Florida, School of Dentistry; Gainesville, FL
Arizona School of Dentistry and Oral Health - A.T. Still University; Mesa, AZ
The University of Detroit Mercy School of Dentistry; Detroit, MI



Excellent Reviews

“Not only were Wendy Phillips and the team at Big Buzz exceptional to work with and extremely organized, my residents thoroughly enjoyed her presentation and talked about it for days after. The information presented was expert level, cutting edge marketing ideas and solutions dental professionals need in the market today. We look forward to having her back soon!”

- Jennifer Vetter, Program Manager, Orthodontics at A.T. Still University

“Wendy is able to make topics like social media fun and interesting, and her courses allow doctors to have just the right amount of information to support them in their marketing efforts. We would definitely take another course from Wendy due to the clarity of her presentations.”

- Dr. Thomas S. Jennings and Sue Ann Jennings

“I have heard many marketing presentations over the past couple of years, and Wendy’s presentation outlined the most coordinated, well organized, and systematic approach to create a cost-effective marketing campaign that would actually work for my office.”

- Dr. James W. Kearney

“Wendy’s presentation material and lecture style made the information very easy to understand. I was impressed with her knowledge of this topic and her friendly rapport. I would highly recommend Wendy to any organization whose members are interested in entering the social media and marketing arena.”

- Dr. Kevin M. Patterson