

YOU'RE INVITED...

Breakthrough Online Marketing

Best practices for new patient growth

presented by IAN MCNICKLE, MBA

sponsored by NOBEL BIOCARE

Ultimate Aesthetics

Screw-retained for ultimate aesthetics and restorative predictability

presented by MIKE MEEK, DDS, FAGD

sponsored by NOBEL BIOCARE

Date	Time	Location	Tuition	CE
September 15th, 2017 Friday	Presentation 1: 10:00 a.m. – 11:30 a.m. Presentation 2: 12:00 p.m. – 2:30 p.m.	Marriott Southern Hills 1902 E 71 st St Tulsa, OK 74136	Complimentary	3 CE credits each course (6 CE credits combined)

Course summary

This course will explain the critical components required for creating a comprehensive dental marketing program. You will learn which items to include, how they work, how they are measured, and how to implement them. Topics normally include website optimization, search engine optimization (SEO), pay-per-click marketing (PPC), social media, video marketing, referral marketing, online reputation management, and developing an overall marketing strategy.

Learning objectives

1. Define components of comprehensive dental marketing program
2. Understand how each component works
3. Understand how to implement components
4. Understand how to measure effectiveness and ROI for each component

Attendees will receive:

- 3 CE credits
- Course material
- Lunch and refreshments

Registration:

RSVP for this course by contacting Jonathan Graf 918.630.2770 or jonathan.graf@nobelbiocare.com

About the presenter:

Ian McNickle is a nationally recognized marketer, speaker, and writer; he co-authors a monthly column on Digital Marketing in Dental Products Report. He has developed significant expertise in online marketing, website optimization & website conversion, search engine optimization (SEO), pay-per-click marketing (PPC), social media, video marketing, online reputation management, direct-to-consumer marketing (print, radio, TV, mailers), marketing strategy, and related topics. In addition, he has developed a critical set of KPI's (key performance indicators) for measuring the effectiveness of any marketing program.



Ian's teaching style breaks down the complexities of dental marketing in an easy to understand approach that the non-marketer can comprehend and implement. Attendees frequently make comments like "That was the best marketing seminar I've

ever been to; now I understand this stuff."

Ian is a Co-Founder and Partner at WEO Media, a national dental marketing firm where he leads their consulting, sales, and marketing teams, as well as product development activities. Under his leadership WEO Media has grown quickly to become one of the leading dental marketing firms in the country, and has gathered an impressive list of endorsements and testimonials.

WEO Media is the winner of the 2016 Best of Class Technology Award for dental marketing and dental websites. The award is presented at the annual ADA Conference each year. In addition, WEO Media is a Certified Google Partner Agency.

Ian has a BS in Mechanical Engineering from Washington State University, where he was also a graduate of the Honors University Program. In addition, he has an MBA from the University of Washington where he graduated Cum Laude.

Ian is an avid endurance athlete having competed in Ironman triathlon, marathon, and ultra-marathon events. His favorite activity is simply spending time with his wife Andrea, and three kids Evelyn, Morgan, and Brendan.

Course summary

This course focuses on the screw-retained restorations available in implant dentistry. Screw retained is the most predictable and biologically predictable modality in restoring an implant. Dr. Meek will go through the biological rationale for use of screw retained and demonstrate how to incorporate anterior implant restorations in your practice in a way that will produce outstanding aesthetic results with the strength and confidence brought to the mouth by these cutting edge NobelProcera™ restorations. The ASC and FCZ are game changers for the general practice and Dr. Meek's presentation will cause practitioners to think twice about any other implant restorations!

Learning objectives

5. Review the elements of a successful Anterior Implant Case
6. Discuss rationale for use of screw retained vs. cemented restorations.
7. Introduce NobelProcera™ ASC Screw Retained Anterior Abutment/Crown.

8. Demonstrate 4 Immediate Temporization Techniques to preserve soft tissue contours in the anterior during the healing period.
9. Introduce the NobelProcera™ FCZ (Full Contour Zirconia) Screw Retained Posterior Crown
10. Demonstrate the benefits of combining guided surgical planning (NobelClinician) with screw retained restorations
11. Demonstrate the fabrication of a chair side custom tissue supporting matrix for fixture level impressions.

Attendees will receive:

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- Course material
- Lunch and refreshments

Registration

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General concepts on this topic will be taught utilizing Nobel Biocare products and solutions. Product images are not necessarily to scale. Opinions and statements made during this presentation are not necessarily those of Nobel Biocare. Information regarding payments made and expenses covered related to any educational event may be subject to public disclosure by Nobel Biocare pursuant to the Patient Protection Affordable Care Act and/or other state or federal regulations. Nobel Biocare, the Nobel Biocare logotype, and all other trademarks are, if nothing else is stated or is evident from the context in a certain case, trademarks of Nobel Biocare. In order to improve readability, Nobel Biocare does not use TM® in running text. Nobel Biocare does not waive any right to the trademark or registered mark and nothing herein shall be construed to the contrary.

Dental Board of California #RP2499.

Mike Meek, DDS, FAGD Dr.

Mike Meek received his bachelor of science degree in biochemistry from Trinity University, San Antonio. In 1997, he graduated from the Dental School at the University of Texas Health Science Center San Antonio. His class was the first undergraduate dental class to receive training in implant dentistry.



In 2012, Dr. Meek became a fellow of the Academy of General Dentistry (FAGD) and has made the study of implant dentistry and prosthetics the center of his continuing education. Dr. Meek maintains a restorative-driven implant practice with Dr. David Taschat 38th Street Dental in Central Austin, Texas.

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