Harness the Power of Team Culture and Use Social Media to Create Your Dream Practice

This engaging and interactive seminar will allow you to discover the purpose behind your practice and in doing so, engage your greatest asset – your team.

Dentistry is not a solo sport, and an aligned, energized team creates the drive to build the dream with you. Discover how a bold vision for your desired dental practice creates an accountable team that helps you achieve that dream. Create an accountable team that helps you achieve that same vision. Discover how once you determine why your practice exists beyond making money, you discover your business’s purpose. In doing this, you ignite your team and create a distinct practice culture that your community, your patients and your team will propel.

Learn takeaway tips and techniques to utilize the power of social media to create a “word of mouth marketing campaign on steroids.” See how this raving fan base within your community will push your practice to new heights.

About the Speaker

Dr. Craig Spodak is a third-generation dentist who joined his father in his practice in Delray Beach, FL., in 1998. His dream was to change the way patients experience dental care and he immediately began to develop a new vision for the modern dental practice with a goal to deliver comprehensive and multi-disciplinary dental care in a singular, all-inclusive facility. He created one of the world’s only Gold LEED Certified dental facilities, which boasts not only a team of 9 of the finest dental and medical doctors from all disciplines of the field, but also a holistic environment that comforts patients, inspires the team and creates an open and transparent facility. Dr. Craig is a champion of his field and lectures nationally to help practices actualize their highest potential.