

## Welcome to our First CE program of 2021



'ODA, Regulatory Compliance and Dental Practice Update'

**Chris Moore MA and Dave Owsiany J.D.**

Wednesday, January 13, 2021

This presentation will provide members with the latest information on happenings at the ODA and those regulatory compliance and dental practice issues that are or will be impacting Ohio dentists.

**David J. Owsiany, J.D.**  
Executive Director, ODA

David Owsiany has been executive director of the ODA since 2002. He is an honorary member of the American College of Dentists and the International College of Dentists and previously served as director of legislative and legal services for the ODA, was a clerk to Justice Robert W. Cook of the Illinois Appellate Court, worked for the staff of the U.S. Senate Judiciary Committee, and was president of the Buckeye Institute for Public Policy Solutions. David earned his BA degree from the University of Michigan in Ann Arbor and his JD degree from the Washington University School of Law in St. Louis.

**Christopher A. Moore, MA**  
Director of Dental Services—ODA

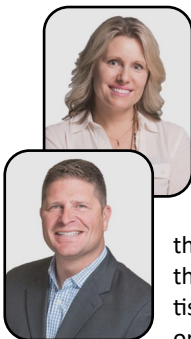
Chris Moore currently serves as director of dental services for the Ohio Dental Association. He has served at the ODA for over 30 years and currently administers the association's third party payer, peer review, dental practice and regulatory compliance programs. Chris received a Bachelor of Arts degree from Case Western Reserve University and a Master of Arts degree from Kent State University.

All programs are suitable for doctors, staff, and hygienists. For todays course you will earn 3 clinical hours and 3 practice management hours.



## 'HOW TO MARKET ON GOOGLE TO GET NEW PATIENTS'

**Kristi Simone & Sean White**



Dentists have 4 opportunities to show up on Google when a patient searches for "dentist near me," "dentist + city," dental implants, family dentist, etc. Patients turn to local search to learn about dentists in their area and evaluate what dental practice they should choose for their care. And, dentists tell us that an online search is the second source of new patients, following patient

referrals. We know that if a patient doesn't search for a dentist as a first step, he or she searches for you after a referral to confirm and validate your services, reviews and reputation. This seminar will cover four key opportunities dentists have to get new patients through an online search: Google pay-per-click advertising, Google map ads, Google My Business map listings and organic optimization through a mobile-friendly website, social media and search engine optimization. We will explain how mobile and voice search impacts dentists' new patient actions. And, we will give you marketing strategies that you can implement on your own to show up when a patient searches for a dentist in your area.

Learning Objectives

- Understand the four opportunities to show up during a Google search
- Learn how to update your practice through Google My Business page, local practice listings and website to attract patients
- Incorporate pay-per-click advertising, search engine optimization and social media to help Google find you.

Kristi Simone joined Whiteboard Marketing in 2013, but has partnered with Sean on multiple projects since 2011. Her husband, Dr. Bryan Simone, owns The Grove City Center for Dentistry in Grove City, Ohio. She has 15 years of extensive experience in dental practice marketing, and currently serves as Whiteboard Marketing's Chief Marketing Officer.

Sean White is President and CEO of Whiteboard Marketing. Founded initially as a TV production company in 2005, as its clients' needs changed, Whiteboard Marketing has evolved into a full-service marketing agency that specializes in dental practice and small-business partnerships. Sean's experience is broad-based and includes all aspects of client service.

Approved PACE Program Provider  
FAGD/MAGD Credit  
Approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement.

## REGISTRATION FORM Wednesday, January 13, 2021, Moore & Owsiany: 'Regulatory Compliance' and Simone & White 'How To Market On Google To Get New Patients'

Name \_\_\_\_\_ Phone \_\_\_\_\_

ADA # \_\_\_\_\_ Email \_\_\_\_\_

\_\_\_\_ Sign me up for the series, \$775 CPDS/ADA members if paid by January 1, (\$825 after January 1), \$925 nonmembers. **SAVE over the cost of individual courses.**

\_\_\_\_ Please make a reservation for 'Regulatory Compliance' and 'How To Market On Google' I have purchased the series.

\_\_\_\_ Please make a reservation for 'Regulatory Compliance' and 'How To Market On Google' Enclosed is my check for \$290 (\$340\* non-ADA member).

\* \$290 FEE FOR EACH COURSE FOR CPDS & ADA MEMBERS, \$340 FOR NONMEMBER DOCTORS. **FOR STAFF/SPOUSE attending \$65.** RESIDENTS/RETIRES, SPECIAL RATE OF \$45 EACH APPLIES. Lunch only, \$25.

List of team or spouse attending program: \_\_\_\_\_

Please mail this card if you are attending, even if you already bought the series!


Lunch cannot be guaranteed for anyone attending without advance reservations.

\$ \_\_\_\_\_ Total amount enclosed. Questions? OR call to pay by credit card 330-719-1297

Please make check payable to Corydon Palmer Dental Society, and mail to: PO Box 284, Cortland, Ohio 44410

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*Electronic Service Requested*

# Our 2021 Continuing Education Series Begins!



Chris Moore, MA



Dave Owsiany, J.D.



Kristi Simone



Sean White

**1 Day, 2 Courses, 4 Speakers**

**Wednesday, January 13, 2021**

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