



Elite Mastermind Courses 2018

The Elite Mastermind series is a 12-part educational series of courses designed to help you in your orthodontic practice. Each course is given as a live lecture online and is approximately one hour in length with one hour for group discussion. A private Facebook group will be formed where the discussions and questions can happen at any time during the year. All lectures will be recorded and available on the Facebook group during the course of the year. There will also be 2 all-day, in-person courses in Phoenix, AZ.

Cost \$9997

Refund and Cancellation Policies: Women in Orthodontics® will offer a full refund up to the day of the first course offering. Once the courses begin, there will be no refunds available.

Required Hardware and Software

Participants must have access to a computer that has an internet connection. The computer must have a working camera and microphone for maximum participation.

Zoom software is required for online meetings. It is available for free download at: <https://zoom.us/download>.

Instructor Biographies



Courtney Dunn, DDS, MS

Dr. Courtney Dunn completed her BS in Biology at Loyola Marymount University in Los Angeles and her DDS and MS in Orthodontics at the University of Michigan. At graduation from dental school, she was presented with eight awards for excellence and was inducted into the Omicron Kappa Upsilon Dental Honor Society. Following residency, Courtney was invited to become a faculty member at the University of Michigan and served for two years as an adjunct clinical lecturer in the Department of Orthodontics and Pediatric Dentistry. Dr. Dunn's research in tissue engineering and gene therapy has also received national recognition. In 2005, Courtney received the Milo Hellman Award for the most meritorious research done in orthodontics in North America. She has presented this research at many national meetings, and has a published paper in the journal "Molecular Therapy". In 2016, Courtney founded Women in Orthodontics® and has been lecturing to female orthodontists on clinical, business and work life balance issues.



Matthew Dunn, DDS, MS

Dr. Matthew Dunn attended the University of Michigan for his BS (Biology), DDS (Doctor of Dental Surgery) and MS (Orthodontics). Matt received multiple awards including the Francis B. Vedder award in fixed prosthodontics and the Comprehensive Care Award for excellence in all areas of dentistry. He was also inducted into the prestigious Omicron Kappa Upsilon Dental Honor Society. Dr. Dunn's research in bone biology has been recognized numerous times by the American Association of Orthodontists. He was also awarded the Thomas Graber Award of Special Merit for one of the most outstanding projects of the year. He was invited to present this project at national meetings in 2006 and 2007. Dr. Dunn is in private practice with his wife in Phoenix, AZ.

January 7, 2018

8:00 AM MST

INTRODUCING AUTOMATION TO YOUR PRACTICE – Lecture Course

Instructor: Matthew Dunn, DDS, MS

Location: Phoenix, AZ (Live online via Zoom)

Course Description

The modern orthodontic practitioner is overwhelmed trying to balance clinical and business tasks. Outside of dentistry, the business world has used CRM software for many years to automate marketing and other tasks related to their operations. Wouldn't it be nice to have some of our work done with just the push of a button? This course will begin to explain the basics of CRM software and how it can apply to the orthodontic practice. Introductions to several types of CRM will be presented, as well as specific examples will be used to illustrate how using automation can make tasks easier and consistently completed. Examples will include pending patient follow up, new patient sequence and in-house review platforms. Campaigns will be discussed and presented so the attendee understands how to build a basic campaign.

LEARNING OBJECTIVES:

- Understand the roles automation can play in a modern orthodontic practice
- Understand the different automation software available
- Understand how an automation sequence works
- Learn the different components of a typical campaign
- Learn the applications of campaigns in an orthodontic practice

February 4, 2018

10:00 AM MST

HOW TO USE GOOGLE ADWORDS EFFECTIVELY TO MARKET YOUR PRACTICE – Lecture Course

Instructor: Matthew Dunn, DDS, MS

Location: Phoenix, AZ (Live online via Zoom)

Course Description

When potential patients search for an orthodontist, they are likely to use the internet to find a provider. People no longer search the yellow pages for an orthodontist. They ask Google and search for the best. Practitioners spend a lot of time and money on SEO to help organic search results. But, showing up on organic searches may not be enough. Google Adwords is a way to have your practice show up in a search by a potential patient. Setting up these ads can be confusing and if you don't know how to measure results and alter the settings, it can become expensive and ineffective. But, properly done, Google Adwords can be a powerful marketing tool. This course will present Google Adwords basics and discuss how to measure results and how to alter ads to make them more effective.

LEARNING OBJECTIVES:

- Understand why paid ads may be helpful to your practice
- Understand the basic parts of a Google Adwords online ad
- Learn how to set up a Google Adwords campaign
- Learn how to read the results and how to change wording to optimize results

March 18, 2018

8:00 AM MST

HOW TO USE LANDING PAGES – Lecture Course

Instructor: Matthew Dunn, DDS, MS

Location: Phoenix, AZ (Live online via Zoom)

Course Description

What happens when a potential new patient clicks on an advertisement you have on google or Facebook? Does it lead to your website so the patient learns more about your practice? Or does it lead somewhere else? Part of any effective marketing strategy should include a plan for directing the patient to the correct place online. This course will discuss multiple online strategies to lead a patient to the optimal place where they would like to schedule an appointment in your office. Specific examples will be shown to illustrate different strategies and participants will be shown the building blocks of using landing pages.

LEARNING OBJECTIVES:

- Understand the patient experience of online searches
- Understand why a plan should be in place before an ad is posted online
- Understand how landing pages work

April 13, 2018

8:00 AM MST

ALL DAY ORTHODONTIC BUSINESS COURSE (DOCTOR AND STAFF) – Lecture Course

Instructors: Courtney Dunn DDS, MS, Matthew Dunn, DDS, MS and the team leaders from Dunn Orthodontics

Location: 315 E. Ocotillo Road, Phoenix, AZ 85012

Course Description

This all day, comprehensive course will cover all aspects of managing a modern orthodontic practice. Presentations will be given by Drs. Matthew and Courtney Dunn as well as team leaders from Dunn Orthodontics. Specific examples of each topic covered will be given to help the participant more fully understand the principles. Topics will include: Streamlining the new patient process, follow up with patients that haven't scheduled, how to include same day starts into the schedule, marketing strategies, financing ideas, teamwork and overhead control. Doctors will work together and staff members will be broken into groups according to job position and presentations and discussions will be lead by team leaders from Dunn Orthodontics.

LEARNING OBJECTIVES:

- How to maximize the use of a treatment coordinator
- How to incorporate automation into your practice
- Learn effective marketing techniques
- Learn how to incorporate same day starts into an already busy schedule
- Learn different financing strategies to make orthodontics affordable

May 20, 2018

8:00 AM MST

EFFECTIVE WAYS TO FOLLOW UP WHEN A PATIENT DOESN'T SCHEDULE – Lecture Course

Instructor: Courtney Dunn, DDS, MS

Location: Phoenix, AZ (Live online via Zoom)

Course Description

Wouldn't it be nice if all the patients scheduled the treatment that was recommended? But, it doesn't quite work that way. So, what happens when a patient leaves the office and doesn't make the next appointment? Are they lost forever? Well, that depends on your systems. Sometimes team members may hesitate contacting that patient with fears of being rejected or being perceived as pushy. Other offices don't have an exact system in place to try to get these patients on the schedule. This course will discuss effective systems to keep in touch with patients that have pending work. It will also present ways to follow up with patients that make the team more comfortable contacting the patient. We will also discuss systems that exist in many current offices and how to optimize them to get a better result.

LEARNING OBJECTIVES:

- Understand how important patient follow up is to a practice
- Learn how to build a complete follow up system
- Understand how to contact a patient without being pushy
- Learn how to contact patients using multiple types of communication

June 10, 2018

4:00 PM MST

HOW TO SET UP ONLINE SCHEDULING FOR PATIENTS – Lecture Course

Instructor: Matthew Dunn, DDS, MS

Location: Phoenix, AZ (Live online via Zoom)

Course Description

Everyday, the world is changing and technology is being incorporated into every aspect of our lives. In addition, people are addicted to their screens. Facebook, Instagram, Texting, What's App are all new ways of communication and they are quickly becoming the preferred method of communication for most people. For better or worse, face to face conversations and talking on the phone are becoming less common, while electronic communication is becoming the norm. So how does this affect the modern orthodontic practice? People may be interested in making an appointment, but they prefer not to pick up the phone. So, how do we get these people in our office? Online scheduling of orthodontic appointments is the future. Almost nobody is doing this. Why? It's a complicated topic and we will discuss how to overcome the problems in implementation and the issues that will arise when starting online scheduling.

LEARNING OBJECTIVES:

- Understand why online scheduling is important
- Understand how to adjust your template to accommodate online scheduling
- Learn what programs have the capability to schedule online
- Learn how to start the process of online scheduling

July 15, 2018

8:00 AM MST

HOW TO BUILD AN ONLINE MARKETING CAMPAIGN – Lecture Course

Instructor: Matthew Dunn, DDS, MS

Location: Phoenix, AZ (Live online via Zoom)

Course Description

How many funnels do you have? Do you even know what I mean? Our Dental and Orthodontic schools prepared us for our clinical challenges, but we didn't learn anything about how to market those great clinical skills. Building an online marketing campaign is more than just placing an ad on Google or Facebook. An effective online campaign has multiple steps and sequences to nurture the potential lead and then to encourage them to make an appointment. This course will begin to explain the basics of a well-designed online campaign. The application of CRM will be presented (although it isn't necessary to build a great campaign), as well as specific examples will be used to illustrate the concepts discussed.

LEARNING OBJECTIVES:

- Understand the basic components of an online marketing campaign
- Understand basic online marketing terminology
- Learn how to plan an online campaign
- Generate ideas for different online campaigns for your practice

August 12, 2018

4:00 PM MST

MARKETING USING FACEBOOK ADS – Lecture Course

Instructor: Matthew Dunn, DDS, MS

Location: Phoenix, AZ (Live online via Zoom)

Course Description

How many likes do you have? Does it even matter? What organic reach are your Facebook posts getting? Do you even need to advertise on Facebook or can you get people to share your posts organically? Facebook is a popular social media site – especially for women with children, which tends to be our target demographic. How can we utilize this to market our practice and tell people how awesome we are? Facebook changes their algorithms almost daily, so it is a difficult beast to conquer. With so much confusion and misinformation about social media, it's difficult to determine what's the "right" thing to do. This course will discuss some basics about Facebook and debunk some commonly held myths about Facebook and Facebook advertising. We will also discuss some Facebook techniques that seem to reach more people without looking like everyone else.

LEARNING OBJECTIVES:

- Understand the value of a like and a share on your page
- Learn different ways to increase organic reach of your posts
- Learn a new way to use Facebook ads
- Learn the different components of a typical Facebook campaign
- Learn why pushing Boost post may not always be the best decision

September 16, 2018

8:00 AM MST

MARKETING DIRECTLY TO THE COMMUNITY – Lecture Course

Instructor: Courtney Dunn DDS, MS

Location: Phoenix, AZ (Live online via Zoom)

Course Description

Gone are the days where an orthodontic practice could rely on dental referrals alone. Although dental offices still a great resource and are appreciated, increasing numbers of orthodontic graduates are tightening the orthodontic market. This leaves the average orthodontic practice no choice but to market directly to the community. This shouldn't be seen as a bad thing. Getting involved in the community is a great way to give back and is also a lot of fun. But what types of events are good marketing opportunities? Even more important is maximizing practice exposure while sponsoring events. This course will discuss community marketing strategies with an emphasis on how to get involved with great events and how to look for great opportunities. We will share some our successes and failures.

LEARNING OBJECTIVES:

- Understand the importance of community involvement
- Learn how to negotiate with event coordinators
- Learn the difference between a marketing opportunity and a donation
- Learn how to work with local schools

October 14, 2018

4:00 PM MST

ALL DAY ORTHODONTIC BUSINESS COURSE (DOCTORS ONLY) – Lecture Course

Instructors: Courtney and Matthew Dunn, DDS, MS

Location: Phoenix, AZ (Live online via Zoom)

Course Description

This all day, comprehensive course will cover all aspects of the orthodontic practice. From clinical efficiency to practice management, there is nothing off-limits. Topics will include clinical efficiency, HR issues and staff management, overhead control, ways to attract new patients, how to motivate your TC and much more. There will also be a half-day devoted to developing online marketing strategies, Google AdWords and Facebook Ads for your individual practices, so bring your computer!

LEARNING OBJECTIVES:

- Understand how to decrease the number of appointments per case
- Understand how a TC bonus can work
- Start a marketing calendar for your practice
- Learn how to incorporate weekly staff meetings for better communication
- Learn where you are overspending in your practice

November 4, 2018

8:00 AM MST

BUILDING GREAT RELATIONSHIPS WITH REFERRING DENTISTS – Lecture Course

Instructor: Courtney Dunn DDS, MS

Location: Phoenix, AZ (Live online via Zoom)

Course Description

Building and maintaining great relationships with general dentists in your area is a wonderful way to grow your practice. Patients who are confidently referred to your office from their dentist are likely to start treatment with you. But, building those relationships takes time and effort. This course will discuss the best techniques for finding offices willing to refer to you and how to maintain a great working relationship. We will also discuss marketing to new (or new to you) offices and their team. We will use real world examples of techniques that have worked well, plus discuss our failures.

LEARNING OBJECTIVES:

- Understand the importance of good referral relationships
- Understand how to market to offices that haven't referred to you yet
- Learn unique ideas that engage referring offices
- Learn how to get the referring office's team on "your side"

December 9, 2018

4:00 PM MST

ENCOURAGING PATIENT REFERRALS – Lecture Course

Instructor: Courtney Dunn, DDS, MS

Location: Phoenix, AZ (Live online via Zoom)

Course Description

Who knows how awesome you are more than your own patients? But, the average practitioner gets nervous to ask existing patients for referrals. Why? This is a huge resource to building your practice and they are in your practice all day, every day! This course will outline creative ways to encourage patients to refer their friends and family to your office. It will also discuss how to encourage your team to ask patients for referrals. Printed materials and contests will be discussed.

LEARNING OBJECTIVES:

- Understand why people are shy about asking for referrals
- Understand how important patient referrals are to your practice
- Learn how to create referral programs that work
- Design a contest for your office