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Dr. Len Tau

The Total Dental Practice Makeover: Avoid the Noise and Learn Exactly What You Need to Do to Improve Patient Communication

When you decided to buy or open your own practice, you might not have appreciated that the clinical care would be the easy part. It's true. Time after time, dentists who buy or open a practice either straight out of school or after years as an associate echo that same sentiment.

Being the practice CEO, running day-to-day operations, managing team members and all the interruptions are much harder than actually performing clinical care for our patients. They buy or open a practice, excited about being able to make more money, have more control over their work, and build a community asset they can be proud of.

Then reality hits. Team members call out. Marketing doesn't work. You get a bad reviews, costs go up. Reimbursements go down. And your stress level skyrockets. So what do we do? Everything. And what do we worry about? Everything. And what does that lead to? Stress. Burnout. Losing money. Misery. You name it

Dr. Len Tau will show you exactly how to get the right foundation in place for you to consistently attract qualified new patients, how to effectively communicate to your patients and generate positive reviews and deal with the negative ones, how to ensure you're getting the best return on investment for your efforts and how to decrease your overall stress level and increase your patient satisfaction. 6MCEs

Learning Objectives

Identify the Items that Stress Out Dentists but Don't Move the Needle**Understand Exactly How (and Why) to Take Control of Your Online Presence**Show Simple Changes Any Office Can Make that Make a BIG Positive Impact **Because it's Something that Impacts Every Practice... I Will Show You How to Deal With Negativity from OUTSIDE Your Practice.... YES, I'm Talking About the Inevitable One-Star Online Reviews

Our Speaker

Chosen as one of the top leaders in dental consulting by Dentistry Today, Len Tau, DMD, has dedicated his professional life to improving dentistry for both patients and other dentists. After purchasing his practice, the Pennsylvania Center for Dental Excellence in Philadelphia in 2007, Len practiced full-time while consulting to other dental practices, training thousands of dentists about reputation marketing, leading the dental division of BirdEye, and hosting the popular, Raving Patients podcast. He recently authored the book Raving Patients and 100+ Tips to 100 5 Star Reviews in 100 Days released in March 2022.