

06 Digital Photos That Will Massively Increase Case Acceptance In Your Practice

PRESENTED BY: GARY TAKACS & NAREN ARULRAJAH

**THANK YOU FOR
JOINING US TODAY!**

**45 MINUTE WEBINAR
45 MINUTE Q&A COACHING
SESSION AT THE END!**

**DO YOU USE DIGITAL
PHOTOS IN YOUR
PRACTICE?**

Increasing case acceptance in your practice

IS LIKE SAILING A SAILBOAT!

The further you go, the better of a view you can find!



However, it's not a destination you check off your list once you reach it...

You should constantly keep working on it, improving it further & further!

Once, Dr. Frank Spear, shared with me,

2 Tips on Improving Case Acceptance...

1. A System of Using Digital Photos for Patient Education

2. How to present more confidently!

In today's webinar, we will be taking a look at the system on how you can massively increase case acceptance in your practice by using Digital Photos for Patient Education!

Gary Takacs



40+ YEARS OF EXPERIENCE IN DENTISTRY

Owner, LifeSmiles Dental Care

Practice Advisor & Coach

(Thriving Dentist Academy)

Frequent Speaker at Major Dental Meetings

(Provided over 18,000 Hours of CE Credits)

Host of Thriving Dentist Podcast

(#1 Dental Podcast on iTunes & Google Play with listeners in 184 countries)

Naren Arulrajah

**15+ YEARS OF EXPERIENCE IN DIGITAL
MARKETING**

Founder and CEO of Ekwa Marketing

Expert Consultant in Dental Marketing

**Co-Host of the Less Insurance Dependence
Podcast**



**Now let's
dive right in!**

I want you to remember this

There is nothing that a dentist can do that will improve case acceptance quicker than showing patients digital photos of their teeth! Why?

Many patients are visually-oriented and they process information best by visual means.

However, intraoral photos

ARE NOT

the same as digital photos!

The 06 Digital Photos

**1. Head & Shoulders
Photo**

**2. Closeup Retracted
View**

3. Upper Occlusal View

4. Lower Occlusal View

**5. Right Buccal Corridor
View**

**6. Left Buccal Corridor
View**

With enough practice, these photos will only take 3 minutes!

All of our team members at LifeSmiles know how to take these 6 Photos.

Once you have taken the 06 Photos,

**How you present them is going
to make a huge difference in
case acceptance**

What's the secret?

**Display the photos
on a tablet!**

Not a monitor, why?



It converts the viewing of these photos from passive when the patient is looking at a monitor to active

It's more immersive now!

They **zoom in** & see their teeth in **more detail**.

They can flick & see **different views** of their teeth, just like how you would view images on your smartphone!

Turbo Tip: Make an excuse to leave the room with the tablet in the patient's hands!

What we tell our patients before we leave!

“Susan, Dr. and I need to take a look at your radiographs. While we are doing so, will you please look at the photos we have taken and make a note of any questions or concerns you have.

When Dr. and I come back in we'll answer any questions you have?”

The reason to do that is to

Ensure the patient is left alone with their photos with no one looking over their shoulder to be critical or judgemental of them.

When you give them the space & privacy to go through the photos of their teeth in detail, they would be learning so much about their teeth in a way they've never seen before!

When we get back to the patient

9 times out of 10, you will see them **surprised** at what they have found out about the **condition of their teeth**.

They are eager to lead the conversation about how you can help them with the Health and Appearance of their teeth.

When you discuss treatment options to these patients, they see it as something that they truly want to know about, and not feel like you're trying to sell something they don't really value.

The camera that we use to take photos of Patients at LifeSmiles



Digital Photos can really make a difference in educating your patients to be more aware of their dental wellbeing...

However, this depends on why your patients chose you in the first place!

If it's for the wrong reasons, then it'll be **very difficult** to convince them to **look past those barriers**, take dental insurance for example.

That's why it's important to have a marketing system in place that attracts your ideal patients who choose you for the right reasons!

BONUS OFFER

As a participant of this webinar, you will be offered a **Free Marketing Strategy Meeting** worth **\$900** from Ekwa Marketing where they will evaluate your digital marketing presence & compare them to your successful competitors to provide you with a winning marketing strategy uniquely designed for your practice!



Bonus: To help with Covid-19, Ekwa Marketing is offering **\$500 off** from both the 1st and 2nd month to the First **7 Dentists** who sign up.

Lila Stone

DIRECTOR OF MARKETING

Lila is a wonderful person with 8+ years of experience in digital marketing and is Ekwa's go-to person for dentists who want to learn more about an effective marketing strategy that works for your practice.



What Ekwa does to support us at LifeSmiles!

Helps us dominate Google & gets our ideal patients to find us organically!

- Through NAP & Local Citations
- Through WebSite Optimization - Google LightHouse
- Through the use of Google EAT
- Through Content Writing
- Through SEO- Quality BackLinks

What Ekwa does to support us at LifeSmiles!

Helps our ideal patients choose us with the 06 Principles of Persuasion, and helps them see us as a practice they can like, know & trust!

- Reciprocity
- Consistency
- Social Proof
- Authority
- Liking
- Scarcity

BONUS

MATERIALS

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PHOTOS THAT WILL
MASSIVELY INCREASE
YOUR CASE**

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Reviews from our recent attendees

I loved the workshop. Gary provides practical advice and helps us set reasonable goals to improve the state of our practices. I am lucky to have a really motivated and supportive team, and I am excited to share my ideas with them to steadily lessen our dependence on insurance and to create a relationship driven practice.

Dr. Sophia

Extremely informative. Took tons of notes. Have listened to every less insurance dependence podcast, and have taken notes on those too, so definitely added on to what I have already learned about your philosophy on dentistry!

Dr. Bryant

Great ideas, I learned a lot I can apply to my practice. It was hard to wake up at 3am and as a listener of the podcast the first hour was mostly intro. I think these formats are good though because I don't have to fly anywhere and book hotels/rental cars, I miss less time at work, I can be in whatever dress and take breaks when I need, yet it is still effective as a live conference.

Dr. Blake

Your workshop was awesome!!! I gained a lot of valuable information that I can implement to help my practice be the best it can be! Thank you

Dr. Patricia

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SESSION**



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GARY TAKACS

With
**NAREN
ARULRAJAH**

CEO of Ekwa Marketing, Host of
Less Insurance Dependence Podcast,
Founder of iLoveDentistry community

GARY TAKACS

Host of the Thriving Dentist Show Podcast
Host of Less Insurance Dependence Podcast
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NAREN ARULRAJAH

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with Gary Takacs



LIVE

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