

Renstrom Dental Studio is committed to helping our dentist partners, and our industry as a whole, succeed. We know your success is our success — that is why we are eager to have Dick Chwalek deliver this program on communication strategies and methods to market your practice.

Dick Chwalek

Dentist Coach • Marketing Consultant

President • **Niche Dental**

Director • **Niche Dental Collaborate**

Involved in dentistry communication since 1996, Dick is focuses on advanced, integrated, connective marketing to help dental related businesses engage their respective audiences. He has been published in national periodicals, spoken to groups nationally, was an editorial advisor for *Dental Practice Management (Coding Institute)* for over 3 years, and co-founder of the Northern Dental Alliance and is a member of the American Academy of Cosmetic Dentistry (AACD).

Dick has consulted with over 300 dental practices, labs, and businesses across the US and internationally:

- Crafting niche strategies, media plans and internal and public marketing strategies
- Guiding creation of brands, logos, brochures, websites and postcards
- Writing advertisements, brochures, postcards, websites, press releases and marketing plans
- Developing Public Relations campaigns, online strategies and direct mail programs

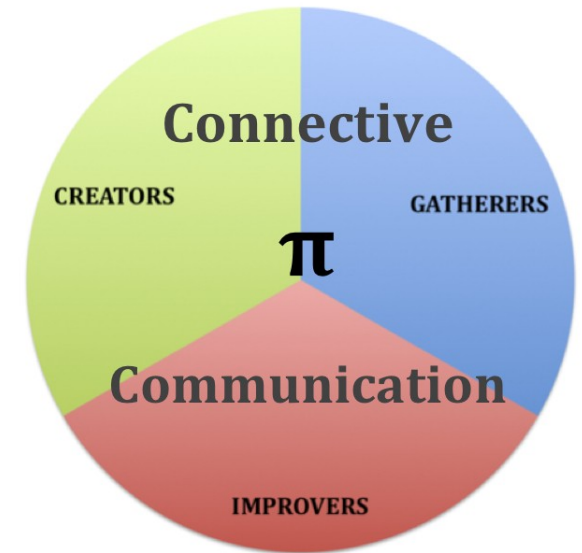
“You should expect results. Demand the right plan for your practice. Make informed decisions without pressure. It’s all possible with cohesive collaboration, pragmatic planning, proactive positioning, and consistent campaigning.”

Dick Chwalek, Niche Dental Collaborate



Dental Marketing Seminar

A Simply Powerful Formula
for Building a Vibrant Patient Base



Tuesday • February 16th • 2010

Renstrom Dental Studio
 { Vadnais Heights, MN }

Seminar Objectives

- **Effectively Divide & 'Devine' The Marketing π Formula**
- **Efficiently Reduce Campaign Planning Complexity**
- **Rapidly Deploy A Superior Communication Equation**

Understand how current trends, dental consumer characteristics, and traditional communication patterns are affecting new patient numbers and case acceptance.

Identify the limitations of one-off marketing products and inflexible systems.

Recognize how simplistic solutions and gimmicks confuse the consumer and reduce the long-term viability of your practice as well as its short-term success.

Learn the latest concepts that effectively target and 'create' the right patients.

See how connective and integrated communication can greatly and positively transform your dental practice.

Increase the likelihood 'elective' services such as dental implants are expected, asked for, even demanded!

Get more consumers of all ages to ask for higher-level services...



MARKETING SEMINAR

Presented by Renstrom Dental Studio

DATE

Tuesday, February 16th 2010

TIME

6:30 pm – 8:00 pm

LOCATION

Renstrom Dental Studio
4225 White Bear Pkwy • Suite 1240
Vadnais Heights, MN 55110

Appetizers will be served

Attendees Receive:
Extra Marketing Incentives
Additional Newsletter Savings
\$50 off your next e.max crown

Please **RSVP Renstrom Dental Studio** by
February 11th 2010
651-407-0491 or jenna@renstrom.com

*This Connective Structure Fundamentally
Changes the Dental Visit Dynamic*

■ Gatherers ■ Improvers ■ Creators

*With Dick's Marketing Campaign
Approach, Expect To...*

Affordably OWN It.

Efficiently DEPLOY It.

Simply PROFIT From It!

Niche Dental Collaboration

Let **Renstrom's** communication coalition partners develop and implement an effective strategy to build a vibrant new and current patient environment!



Dick Chwalek of **Niche Dental Collaborate** will explain the value of communicating to new or existing patients.

He will provide customizable, scalable, flexible and affordable methods to make your marketing successful. Take advantage of this opportunity to learn how you can be more *proactive* in a down economy.

Strategic Partners Include...

Niche Dental: Coaching & Consulting

Express Dental Marketing: Direct Mail

The Peripheral Vision: Print & Web Design

Reach Local: Effective Outdoor Advertising

EMC Outdoor: Total Out of Home Advertising

Radio/TV Experts: Complete Media Marketing

Now is the time to start changing the dynamic. **Renstrom** encourages you to work with whatever company you choose.

However, there are many benefits including numerous rebate incentives when working with the strategic partners noted above.

We are confident that these communication specialists will work in your best interest and make success a reality.