The Insider’s Guide to Dental Practice Success

Practical | Innovative | Engaging | Fun

The Madow Brothers

Founders of the
The Madow Center for Dental Practice Success
present
A Cutting Edge
Practice Management Course

Dr. David Madow and
Dr. Richard Madow are
experienced doctors and
lecturers who have been
educating and inspiring
the dental community
for over 30 years.
Dr. Richard Madow and Dr. David Madow present a captivating Dental Practice Management seminar that is offered as...

- A FULL DAY COURSE
- A HALF-DAY COURSE
- A KEYNOTE
- TWO SEPARATE HALF-DAY SESSIONS

The newest offering from The Madow Brothers is a fun, fast-paced course that is perfect for all doctors and team members who want to easily and predictably take their practice to a level they never thought possible. It’s filled with incredibly usable content, and the Madow’s fun presentation style makes it unlike any other dental seminar! The Madow Brothers make sure that everyone in the audience learns the secrets of delivering better patient care, practice growth, profitability, and fulfillment in the profession of dentistry while having a truly entertaining and enjoyable day.

To book the Madow Brothers for your next event, call 800-258-0060 or email whitney@madow.com
Participants will learn:

- “New Patient Magic” - out-of-the-box and inventive ways to get more new patients.
- How to easily fill last-minute cancellations 90% of the time.
- Simple ways to raise the value of every patient in your practice.
- Finally – the HIPAA compliant patient testimonial video that spreads like wildfire.
- The one thing you should NEVER ask a patient when presenting treatment. It’s the opposite of what you hear in every other course.
- One quick change that will quickly lower practice overhead – on autopilot.
- How to get patients to ASK YOU for cosmetic dental procedures.
- 90% of new patient callers never make it into the appointment book – this is scary! But you’ll learn how to put an end to it.
- Simple ways to get local business owners to send patients to your practice.
- One thing you should NEVER discuss on the phone. It’s not fees, insurance, and has nothing to do with HIPAA.
- Never run late again when you take these simple steps.
- Is your practice “Calibrated?” If not, you are losing patients and treatment. We’ll show you how to do it.
- The best (and worst) ways to use video to promote your practice.
- How to execute the no pressure, easy-to-present, $20,000 treatment plan.
- The internet sites you must claim immediately - they may not be what you think.
- How to prevent the biggest hiring mistake and finally have the best team ever.

Course Objectives:

- Dentists and team members will gain the knowledge to increase productivity while enjoying their profession more than ever before.
- Practices will learn how to increase new patient numbers significantly and deliver better customer service to their existing patients.
- Dental teams will become educated with better communication skills; more able to function as a true team and love their careers.
- Attendees will develop specific strategies for preventing and filling cancellations and learn how to keep the schedule full when these events take place.
- Attendees will learn easy-to-implement treatment plan success strategies that work.

*This course is recommended for ALL dental professionals*
“This elevates dental seminars to a new level”
*Dr. Neil Hiltunen, North Hampton, NH*

“Fantastic speakers who engage their audience. Such a treasure The Madow Brothers are! We have learned so much!”
*Dr. Bill Garrett, Columbus, OH*

“The most motivating and inspiring seminar I have ever been to!”
*Carey Pund, Team Member*
*Craig Ellsworth, DDS, Riverside, CA*

“Simply the best seminar out there. Nothing compares to The Madow Brothers!”
*Dr. Herb Hubstone, Metairie, LA*

“Thanks for everything you do for dentistry. We are better because of you!”
*Dr. Michael Goldstein, Atlanta, GA*

“…I have had an amazing, life-altering experience—personally as well as professionally. This was the best investment for our office.”
*Diana Greenwald, Team Member*
*Gary Glick DDS, West Milford, NJ*

“…you have given me hope and confidence to reach higher.”
*Dr. John So, Aldergrove, BC*

“We came, we laughed, we cried, we learned. I’m ready to infuse these ideas and this energy back into our practice…”
*Dr. Richard Vanderbilt, Watsonville, CA*

“I am a 60-year-old dentist in private practice for 35 years! I have followed the Madow Brothers since their inception as practice advisors. Their knowledge, honesty, and enthusiasm are priceless. Good stuff! The next generation staff of mine were impressed and helped and motivated. WINNER!”
*Dr. Steven Kloor, Gretna, LA*

“The speakers know about real life dentistry and make it fun. It’s an awesome day!”
*Jay White, DDS, Duncan, OK*

“Great energy and enthusiasm mixed with tons of information”
*G. Mason Jones, DDS, Houston, TX*

“There is NOTHING like a Madow Brothers seminar!”
*Josh Bernstein, DDS, Oakland, CA*

“The Madow Brothers are fabulous!”
*The Gelb Center, New York, NY*

“They are fantastic speakers who engage their audience. Such a treasure the Madow Brothers are! Each time our group learns nuances to help our practice.”
*Dr. Garrett*
Past Presentations

- Academy of Comprehensive Esthetics
- Illinois State Dental Society
- National Dental Association
- West Michigan District Dental Society
- San Fernando Valley Dental Society
- Dental Practice Strategies
- Delaware Dental Society
- Dutchess County Dental Society
- M & T Bank
- American Academy of Dental Group Practice
- New Image Advanced Dental Seminar
- Big Apple Dental Meeting*
- Alabama Academy of General Dentistry*
- Townie Meeting
- Connecticut State Dental Association*
- Affinity Bank
- Academy of General Dentistry
- Oklahoma Center for Implants and Periodontics
- Southeastern District Dental Society
- Berkshire District Dental Society
- Sioux City Dental Society
- Southern Arizona Endodontics
- Cain, Watters & Associates
- Manatee Study Club
- Yankee Dental Congress*
- University of Louisville School of Dentistry
- Mercer County Dental Society
- Suffolk County Dental
- South Charlotte Study Club
- New York Dental Forum
- Southern Wake Dental Institute
- Saratoga Dental Congress
- Mount Baldy Study Club
- Virginia Academy of General Dentistry
- New Mexico Dental Association
- West Virginia AGD
- Dental Studies Institute
- Utah Dental Association
- Dental Studies Institute
- 5th District Dental Society of Kansas
- Buffalo Niagara Dental Meeting
- Joseph R. Nemeth DDS & Associates*
- Hinman Membership Meeting
- Northeast Arkansas District Dental Society
- Chicago Midwinter Meeting
- Montana Dental Association
- Wiregrass Study Club
- Colorado Springs Dental Society
- Virginia Dental Association
- Pacific Dental Conference
- Georgia Academy of General Dentistry
- California Dental Association
- University of Minnesota
- Wisconsin Dental Study Club
- Rocky Mountain Dental Convention
- Manitoba Dental Convention
- The Oral Surgery Center
- Western Regional Dental Convention
- Arkansas State Dental Convention
- University of Maryland School of Dentistry
- Idaho State Dental Association
- Florida Dental Convention
- Cornerstone Periodontics and Dental Implants
- University of Alabama at Birmingham
- Triple Crown Study Club
- Ohio Dental Association
- Monmouth Medical Center
- Pritchard Orthodontics
- Ontario Dental Association*
- Schulich School of Medicine & Dentistry at University of Western Ontario
- Fort Worth Academy of General Dentistry
- Mad River Valley Dental Society
- Yankee Dental Congress
- Chicago Mid-Winter Meeting
- Ohio Dental Association
- Joseph R. Nemeth
- Rocky Mountain Dental Convention
- Star of the South
Honorarium

In support of our ultimate objective, providing great education in dentistry, The Madow Brothers consider the matter of Honorarium as flexible. We’ll do what it takes to make your event happen! Contact Whitney Beauregard at whitney@madow.com for further information.

Sponsorship Opportunities

The Madow Brothers work with sponsors to help offset their honorarium. We are happy to contact potential sponsors on your behalf.

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In 1989, practice owners Dr. Richard Madow and Dr. David Madow founded The Madow Center for Dental Practice Success with the goal of helping their fellow dentists achieve success and happiness in their practices. Having been named “Leaders in Dental Consulting” by Dentistry Today for many years running, their seminars, publications, podcasts, and articles are some of the most popular in the dental profession.

Through their speaking, writing and coaching, The Madow Brothers have helped over 10,000 practices reach higher revenues and income, provide better treatment, and increase their enjoyment of dentistry. Whether it’s getting more new patients, retaining current patients, increasing treatment plan acceptance, establishing a vibrant perio program, setting and achieving practice goals, reducing cancellations and no-shows, scheduling issues, reducing practice stress, or anything else concerning practice growth and professional happiness, The Madow Brothers can help!

Rich and Dave have presented courses to standing room only crowds in practically every major city in The United States and Canada. Known for their hilarious, spontaneous style and content packed programs, they love teaching dentists and team members how to enjoy their careers, super charge their practices, define and create their own personal success, increase profitability, and have more fun than ever before.

From live productions to incredibly creative continuing education and individual practice coaching, The Madow Brothers are two real dentists who have experienced incredible success and are serious about helping others do the same. Check them out at www.madow.com.

Through their popular social media presence, “Dental Practice Fixers” podcast, large and robust email database and more, The Madow Center can help promote YOUR meeting, convention, or event. Please check out the following links. Let’s work together to make your meeting a huge success!