

Ms. Tracy Martin

Session Date: Friday, October 18, 2024

Session Time: 9:00 AM – 10:00 AM

Presentation: *“For The Bold: Sales & Marketing Strategies for Orthodontic Teams of the Future”*

Synopsis: In the fast-paced world of orthodontics, reaching and resonating with Millennial and Gen Z patients requires a strategic approach to sales and marketing. From leveraging cutting-edge digital marketing techniques to embracing innovative patient engagement strategies, this presentation is a blueprint for the modern orthodontic practice eager to thrive in an ever-evolving landscape. Join Tracy as she explores the intersection of creativity and strategy, equipping you with the tools not only to meet but exceed the expectations of the patients of the future. It's time to revolutionize your approach and set the stage for a prosperous and progressive journey in orthodontic care.



Objectives:

- **Mastering Digital Techniques:** Equip orthodontic teams with a comprehensive understanding of cutting-edge digital marketing techniques tailored to resonate with Millennial and Gen Z patients, ensuring they are well-versed in the latest tools and platforms.
- **Innovative Patient Engagement:** Introduce innovative strategies for patient engagement, emphasizing a patient-centric approach that aligns with the preferences of Millennial and Gen Z demographics. Explore interactive and personalized engagement methods to enhance the overall patient experience.
- **Revolutionizing Orthodontic Practices:** Inspire orthodontic teams to embrace a mindset of continuous improvement and adaptation. Encourage a revolutionary approach to their marketing and sales strategies, empowering them to stay ahead in an ever-evolving orthodontic landscape.

Session Date: Saturday, October 19, 2024

Session Time: 9:30 AM – 10:30 AM

Presentation: *“How to Build, Present and Grow with Limited Treatment”*

Synopsis: Explore how quick and affordable treatment options for specific orthodontic concerns are meeting the demands of today's diverse patient base, from Gen X to Gen Z. Learn about the strategic three-tier approach that simplifies treatment options, fosters patient partnership, and enhances closure rates. Discover the art of transparent pricing and communication, empowering orthos to align with their consumers' values. Uncover the opportunities Limited Treatment presents in adapting to changing economic landscapes, while understanding the importance of professional responsibility and patient-centric care. Get ready for a paradigm shift in your practice that meets patients where they are, providing quality solutions tailored to their specific objectives.

Objectives:

- **Understand the Demand:** Attendees will gain insights into the evolving needs of a pragmatic, diverse patient base, and explore how quick and affordable Limited Treatment options address their specific orthodontic concerns.
- **Strategic Treatment Choices:** Learn the intricacies of a strategic three-tier approach, discovering how it simplifies treatment options, fosters meaningful patient partnerships, and contributes to heightened closure rates within orthodontic practices.
- **Transparency in Practice:** Delve into the art of transparent pricing and communication, empowering orthodontists to align with consumer values. Participants will acquire skills to effectively communicate treatment plans and pricing, building trust with their patients.

Biography:

Tracy Martin is a Millennial Mom & the CEO of Straight Consulting; a powerful combination that utilizes her 2 favorites: Generational Buying Habits & Orthodontic Practice Consulting. Growing up in ortho, having held every position over the course of 16+ years, in offices ranging from start-ups to multi-practice/multi-doctor and DSO, Tracy is passionate about the business of orthodontics. When she's not speaking at regional and national conferences, interviewing ortho luminaries on her Straight Talk series, or hosting Straight Consulting's signature TC & Marketing Mastery Courses, she can be found on the road, in offices throughout the U.S. and Canada. Tracy's mission is to put a millennial twist on traditional practice consulting and lead the development of next generation ortho teams. She can be reached via phone at 425-591-6723 or via email at Tracy@StraightConsulting.com.