

The Ortho Business Trifecta

Course Description

Let Dr. Keith Nicholson be your guide to grow the practice — and lifestyle — of your dreams, powered by orthobrain®. During this 1.5 CE virtual course, Dr. Nicholson will reveal the market opportunity available in your practice and how to capitalize on this opportunity by mastering the “Ortho Business Trifecta”: increase revenue, grow your patient base, and build your winning team. Register today!

Learning Objectives

- Achieve practice growth through clear aligners
- Discover how to build a proper vertical brand
- Learn how to utilize your current patient base and increase case acceptance
- Discuss best practices to secure top talent and decrease staff turnover
- Increase clear aligner case conversion through team talk tracks



Dr. Keith Nicholson DMD, MS currently owns and runs an orthodontic practice with four office locations. He loves working with dental colleagues to help patients achieve their smile and oral health goals. Dr. Nicholson is also a part-time faculty member at the University of Louisville Orthodontic Residency. In this role, he teaches seminars, supervises patient care, and participates in research projects. His research on clear aligners has been published in the AJO-DO. He finds academics invigorating because it advances his education and exposes him to emerging technologies.

Register Now

Date: Oct. 18th, 2022

Time: 7-8:30pm EST

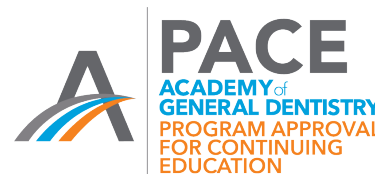
Location: Zoom Webinar

CE Hours: 1.5 AGD CE Credits

Cost: Complimentary



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