



The Greater
Philadelphia Society
of
Orthodontists

Annual Meeting

Celebrating Our 66th Year

“Marketing in the
Electronic Age”

WEDNESDAY, NOVEMBER 9, 2011

Union League of Philadelphia
(Required Dress Code)
www.unionleague.org
140 South Broad Street
Philadelphia, PA 19101
(215) 563-6500

The Greater
Philadelphia Society
of
Orthodontists

Presents



Dr. Roger Levin



Ms. Rachel Mele

www.gpso.org

NOVEMBER 9, 2011

“Marketing in the Electronic Age”

Dr. Roger Levin and Ms. Rachel Mele

Dr. Roger P. Levin is Chairman and Chief Executive Officer of Levin Group, Inc., the leading dental consulting firm. A third-generation dentist, Dr. Levin is a renowned speaker, educator and author. Since founding Levin Group in 1985, Dr. Levin has been a pioneer in developing innovative practice management and marketing systems that increase both production and profitability, resulting in Total Practice Success™ for Levin Groups clients in the U.S. and abroad. Every year, Dr. Levin brings his Total Practice Success™ seminars to thousands of dentists, specialists and dental professionals worldwide. He contributes to many prominent dental publications and has authored more than 60 books, 3,000 articles and 100 CD/DVD presentations. Levin Group Inc., is headquartered in Baltimore, Maryland with offices in Phoenix, Arizona and Marseille, France.

Today’s economy has made marketing for orthodontic practices more essential than ever. This new 3-hour leading edge seminar will focus on basic and advanced strategies to build and grow orthodontic practices. Dr. Levin will discuss practical and easy-to-implement steps on Internal Patient Marketing, Referring Doctor Marketing and New Advances in Electronic Marketing. Attendees will leave with the most up-to-date information for increasing referrals and referral sources.

Ms. Rachel Mele, Business Development Director of Sesame Communications combines her zeal for technology and a commitment towards helping practices develop on-line solutions. She has been an important part of Sesame’s success since 2005 and through the years has established herself as a sought after speaker. Prior to joining Sesame, Rachel was a consultant to orthodontic practices across the United States, Australia, and New Zealand.

According to Nielsen, the average U.S. consumer now spends over 4.5 hours per month on Facebook. Social networking has quickly moved from being a passing trend to an essential way for current and prospective patients to connect with your practice—and share their experiences with others online. On average, an astounding 41.4% of patient referrals for Sesame Members come from friends and family members. As your current and prospective patients continue to use social networks, it is now the time for

you to place your practice where your patients are—online. Leave this hands-on session with a new video on YouTube and the knowledge—and explicit instructions—to interact with your patient community and “get found” today.

Rachel will walk you through a hands-on session where you will:

1. Create and upload a YouTube video that you can share on Facebook.
2. Learn how to setup a Facebook business page and get current and prospective patients to “Like” you.
3. Learn how to keep your Facebook page fresh and interesting.

Rachel Mele from Sesame Communications will provide a *complimentary* online effectiveness evaluation for each attending practice (a \$250 value). The report will include a 4-5 page analysis detailing the practices’ web search ranking on Google, Yahoo and Bing, social media presence and a list of improvements that can be made to the practice web site to improve the likelihood prospective patients will pick up the phone to schedule an appointment. Practices must be registered by October 15th, to participate in the *complimentary* evaluation.

PROGRAM

UNION LEAGUE’S REQUIRED DRESS CODE:

Gentlemen – jacket and tie.

Ladies – business attire.

WEDNESDAY, NOVEMBER 9, 2011

7:45-8:30	Registration and Continental Breakfast
8:30-8:35	Welcome and Introduction
8:35-10:00	Dr. Roger Levin
10:00-10:30	Morning Break with Vendors
10:30-Noon	Dr. Roger Levin
Noon-1:30	Lunch and Annual Meeting
1:30-3:00	Ms. Rachel Mele
3:00-3:30	Afternoon Break with Vendors
3:30-4:30	Ms. Rachel Mele
4:30-5:00	Questions and Closing

6 CE Credit Hours

RESERVATION SHEET

Member’s Name _____

Member’s email _____

Phone Number _____

Website address (for complimentary evaluation) _____

PRE-REGISTRATION FORM MUST BE RECEIVED BY OCTOBER 15, 2011.

NO CREDIT CARD RESERVATIONS ACCEPTED.

Space-permitting, on-site registration will be accepted, see rate:

Please return reservation with check to:

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Glenside, PA 19038
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meleortho@gmail.com

Advance Registration
\$225 per doctor
\$125 per aux staff

On site Registration
Will be Accepted at the
Following Rate:
\$260 per doctor
\$160 per aux staff