

Speaker Packet

Test. Track. Adjust. Success in marketing is all about strategy.



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strategy • marketing • success

Kristie Boltz

Make *Every* Marketing Investment Count

Stop wasting money on marketing tactics that don't work!

Marketing seems to constantly change at a pace that most dental practitioners find difficult to match. Countless companies sell solutions that may not meet the goals of your unique practice, community, and patient base. *It has never been more important to have a balanced, practical, streamlined marketing plan.* In this energetic, content rich presentation, Kristie Boltz shares proven strategies and systems that can help increase visibility, cultivate relationships, and maximize revenues.

Differentiate the main marketing types: *interruption, permission, and marketing with meaning.* Learn the fiscal investment, time required, and effectiveness of each. Discover the balance of tactics that your goals and budget require. Identify patient lifetime value and understand the impact both new and existing patients have on practice revenue. Discover how to pinpoint your essential metrics, test your marketing methods, track your results, and adjust to improve your ROI year after year.



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LEARNING OBJECTIVES:

- Identify strategies for generating more revenue from every dollar you invest
- Discover which of the three marketing styles can deliver the best results for your practice
- Examine both components of your budget – money and time – to balance efforts and maximize return
- Uncover the most overlooked and ideal source for new patients
- Illuminate missed opportunities at every point of impact in your marketing funnel
- Understand how to execute the marketing trifecta of success: Test. Track. Adjust.
- Recognize how to accurately measure your ROI to ensure your efforts increase in efficacy
- Learn how to easily integrate marketing activities into your team's daily efforts and overall practice culture


SUGGESTED FORMAT:

Full or Partial Day; Lecture, Workshop, Keynote

SUGGESTED AUDIENCE:

All Dental Professionals

You've never attended a marketing course like this!

A woman with long brown hair, wearing a white dress with a large pink and red floral pattern, is walking on a stone path outdoors. She is smiling and holding a smartphone in her right hand. The background shows green foliage and a wooden structure.

Gone are the days where exceptional marketing was not required for an exceptional practice. In today's fast-paced competitive environment, a comprehensive marketing strategy is a requirement for success.

Kristie Boltz's speaking and consulting programs delineate the tactics every dental professional needs to navigate the increasingly complex maze of marketing decisions and maximize every dollar spent.

Kristie – known as the Chief Marketing Officer for Dentists – helps dentists make smarter marketing decisions. She brings two decades of dental experience, her electric energy, and her passion for elevating practice marketing strategy. As a former college mathematics instructor, Kristie uses her love of numbers to teach dental professionals how to end wasteful spending, track marketing expenditures, and consistently improve return on investment.

As the founder of MyDentalCMO, Kristie provides marketing strategy and team training to practices nationwide, from small private clinics in rural communities to multi-specialty groups in large metropolitan areas.

In high demand as a lecturer, she has delivered over 100 presentations across the country. Her favorite topics are developing a realistic budget, maximizing return on investment, genuinely connecting with patients, and making marketing a daily component of practice culture. With a “head for numbers” and a “passion for teaching”, Kristie's audiences frequently rave that they never realized effective marketing could be this straightforward, easy to execute, and fun!

Kristie lives in Columbus, Ohio, with her husband, Jim. She balances her busy coaching life with cycling to support the Challenged Athletes Foundation or experimenting with incredible baked goods in her “test kitchen.”

Every practice deserves a Chief Marketing Officer to drive them to optimal growth and overall marketing success.

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Drawing from Kristie's
"head for numbers" and
"passion for teaching",
dental professionals
often say their practice
marketing dollar has
never been more
effective.

Testimonials

"Dental Partners of Boston has worked with My Dental CMO for over a decade. Kristie Boltz has earmarked the distinctions of our multispecialty practice. Through her vast understanding of the industry, Kristie has guided me through many campaigns that have strengthened our practice and which continues to flourish steadily with her assistance."

"Kristie Boltz's energy and drive are contagious. She possesses keen insight into what drives a patient to a specific office through clear understanding of the evolution of dentistry. As a fulltime practitioner and managing member of a multi-location practice, I rely on Kristie to understand my brand as it pertains to trends. Without her commitment, I would not be able to devote the amount of time it requires to keep our practice leading the industry. Through the years, Kristie has always made herself available allowing me to focus on my patients. She is an invaluable member of our group."

Presentations (Partial Listing)

NATIONAL MEETINGS

American Academy of Dental Practice
Administration
Academy of Dental CPA's (multiple)
Crown Council Annual Event (multiple)
National Society of Certified Health Care
Business Consultants (multiple)
North American Society of Periodontists
Annual Session - Keynote
North American Society of Periodontists
Annual Session (multiple)

STATE MEETINGS

California Dental Association (multiple)
Illinois Academy of General Dentistry

LOCAL MEETINGS

Chicago Dental Society
Columbus Dental Society
Greater Cleveland Dental Society
Savannah District Dental Society

STUDY CLUB MEETINGS

Indy Implants
Northeast Columbus
Periodontal & Implant Assoc. of Greater WA
Precision in Perio
Sfumato
Silberg Center for Dental Science (multiple)
Tarzana Endodontics
Transitions (multiple)

DOCTOR/CLIENT APPRECIATION MEETINGS

Baton Rouge Periodontics
Bender, Weltman, Thomas, Perry CPA's
Mahan & Associates (multiple)
McCawley-DeTure Periodontics
Ousborne & Keller (multiple)
Periodontal Associates of Memphis
The Dental Group (multiple)
Weidermann & Associates (multiple)

DENTAL SCHOOL MEETINGS

Ohio State University Orthodontic Residents
Ohio State University School of Dentistry
(multiple)
University of North Carolina School of
Dentistry

OTHER MEETINGS

American Dental Sales
Dental Resource Alliance
Dental Resource Group
DFS Fall Conference
Digital Dental Marketing Conference
(multiple)
EEPB Client Event
My Social Practice for Jack Roth, DDS
Paragon Management (multiple)
Perry & Young
Prodenco Women in Dentistry II
South Carolina Academy of Implant Studies
The Abrix Group (multiple)
The Future of Dentistry Rapid Recovery
Event