



# DENTAL SLEEP PATIENT GROWTH COURSE



## What You'll Learn:

- ✓ Growth Strategy
- ✓ Communication & Influence
- ✓ Screening Protocols
- ✓ Case Acceptance
- ✓ Physician Referrals



July 28-29th, 2023



Chicago, IL



**Anjoo Ely, DDS**  
Sleep Dentist



**Fred Eck, DDS**  
Sleep Dentist



**Jagdeep Bijwadia, MD**  
Sleep Physician



**Michael Cowen**  
DSM Coach



**Lane Rizzardini**  
Digital Marketing Expert



**Lewis Meyers**  
Referral Initiative



**Jon Nierman**  
NPM President



**Todd Warren**  
Targeted Social Media  
Advertising Expert



More Info

**NiermanPM.com/Schedule**

Contact Us

**(800)879-6468**



# DENTAL SLEEP PATIENT GROWTH COURSE

Gain blueprints to the screening, marketing, and referral strategies used by the top dental sleep medicine practices for sustained new patient growth. Learn powerful communication techniques that get patients to say YES.

## AGENDA\*

16 CE

### DAY 1

**BREAKFAST & REGISTRATION:** 7:30AM CENTRAL  
**COURSE:** 8:00AM-5:00PM CENTRAL

- WELCOME AND INTRODUCTION
- FINDING YOUR WHY & EMBRACING SALES IN DSM
- THE COMMON CHALLENGES THAT HINDER GROWTH
- DEVELOPING A 3-PRONGED GROWTH STRATEGY
- CREATING YOUR FOOLPROOF SCREENING PROTOCOL
- PROVEN STRATEGIES FOR PHYSICIAN REFERRALS
- TEAM MEMBER ROLES FOR DSM GROWTH
- HOW PUBLIC SEMINARS GENERATE 10 PATIENTS/MO

### DAY 2

**BREAKFAST & REGISTRATION:** 7:30AM CENTRAL  
**COURSE:** 8:00AM-5:00PM CENTRAL

- MARKETING THAT GETS QUALIFIED PATIENTS IN
- LEVERAGING TECHNOLOGY FOR CASE ACCEPTANCE
- COMMUNICATION, NEGOTIATION, & INFLUENCE
- SCRIPTS FOR CASE ACCEPTANCE (ROLE-PLAY)
- CASE STUDIES OF SUCCESSFUL DSM PRACTICES
- DEVELOPING YOUR GROWTH STRATEGY (PART 2)
- IMPLEMENTATION & ACTION LIST
- Q&A

\*AGENDA SUBJECT TO CHANGE

## PARTNERS



DENTAL SLEEP PROFITS  
ACCELERATING SLEEP PRACTICE GROWTH



LeadingResponse

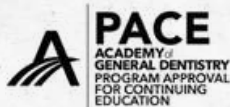


### PRICING

DENTIST - **\$1295**  
TEAM MEMBER - **\$995**  
DENTIST+3 TEAM - **\$3495**

### LOCATION DETAILS

**CHICAGO, IL**  
HOTEL INFO: TBD



SCOPE Institute  
Nationally Approved PACE Program  
Provider for FAGD/MAGD credit.  
Approval does not imply acceptance by  
any regulatory authority or AGD endorsement.  
8/1/2021 to 7/31/2025.  
Provider ID# 302703



REGISTER NOW  
**[NiermanPM.com/Schedule](https://NiermanPM.com/Schedule)**

CONTACT US

**(800)879-6468**

