



## **Dan Marut, DMD** **Founder, Quality Dental Plan & MemberDent** **Dental Industry Speaker & Published Author**

### **2014 Speaker Package**

**Dan Marut, DMD** established Quality Dental Plan in October 2009 after almost a decade of witnessing first-hand the struggles his patients faced in affording quality dental care. After purchasing a rundown one-operator practice in Oregon, he noticed a pattern emerging where patients with insurance would only accept treatment that insurance paid for, while those without coverage generally refused most restorative treatment due to out-of-pocket costs. He set out to operate a different kind of practice, and after only five years, he was honored as the “Best Dentist in Ashland” and was running a state-of-the-art, two doctor, eight-operator dental practice.



After seeing the success he achieved, he set out to share his vision with other dentists across the country. Dr. Marut spent three years rigorously testing and developing Quality Dental Plan. QDP connects dentists looking to make a difference in their communities with new patients, while giving people without dental insurance a compelling reason to go to the dentist. Dr. Marut is committed to helping dentists achieve a sense of financial well-being and independence from insurance companies and provides the program structure and marketing materials to support them in this endeavor through Quality Dental Plan.

## **2014 Seminar Topics**

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### **Creating a Community: The Power of Membership Programs in the Dental Practice**

The explosion in popularity of membership-based discount stores such as Costco and Sam’s Club has revolutionized consumer behavior. In this seminar, Dr. Dan delves into the membership program phenomenon and details how dentists can learn from – and apply – the same successful lessons in their practices. Discover how offering an in-house dental membership program not only taps into patients’ value-driven beliefs but also powers the all-important patient retention program.

Presentation Length: 1, 2 or 4 hours

## Understanding the Impact of Patient Behavior

Many patients simply do not value dentistry in the same way as dentists, but that doesn't mean that there aren't ways to connect with them to improve their dental IQ. Dr. Dan unlocks the secrets of what truly motivates patients. Attendees will walk away with a wealth of insight into what patients find attractive in a dentist and how dentists can create value for, and foster loyalty in, patients so they remain in the practice for years to come.

Presentation Length: 1, 2 or 4 hours

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## Planning Ahead: How to Ensure Your Practice Thrives in Any Economy

In this seminar, Dr. Dan debunks the dental insurance myth that going in-network is the only way to keep a steady stream of patients flowing into the practice. While many believe that dentistry is a recession-proof business, the most recent downturn proved otherwise. Every economy is cyclical, and dentists need to be prepared for the good *and* the bad. Find out how a new approach can offer increased opportunities to grow your practice and reach new patients regardless of whatever challenges are present in the marketplace.

Presentation Length: 1, 2 or 4 hours

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## Achieving Prosperity Through Innovation

There is no risk in staying the same, but there is also no reward. Innovation is critical in order to succeed in today's market. The key is to implement the right programs and systems rather than investing in the wrong ones. Dr. Dan demonstrates how creating value for dentistry can attract new patients to your practice in ways you never thought possible. Learn simple tips that can be simply implemented into your practice without making any significant changes to how you run your practice.

Presentation Length: 1, 2 or 4 hours

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## Roadblocks to Success: Avoiding 5 Common Mistakes in Dental Practice Management

Break through the doldrums of stagnant practice growth with this popular engaging seminar. Dr. Dan identifies the most common issues dentists struggle with and offers a course of action designed to turn your dental practice around. Attendees will gain a better understanding of buyer behavior, and simple yet effective tactics for increasing practice revenue and case acceptance without having to disrupt your existing business. Walk away with a better perspective on the more intangible aspects of marketing and with tools to transform your dental practice today.

Presentation Length: 1, 2 or 4 hours

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