Index

animated videos, 1, 2, 20, 22, 88, 89

Bagley III, Dan S., 10
Bin Laden’s Pakistan, 1
Blockbuster videos, 128
Blog, 55, 123, 149
Bye, Dr. Fred., 105, 107, 108, 110, 127 see also Edentulous Study group

Carlson, Kathi, 120
case presentation technique, 2–3
Chen, Charles, 72
Clinton, Hillary, 1, 48
collect the patient’s balance, 13
Cook, David P., 128, 129, 139

See also Blockbuster videos

Cosby Show, 19
presentation, 19
Covey, Dr. Stephen R., 4, 5
Seek First to Understand, Then to Be Understood, 4
deck, 8, 9, 11
show room on wheels, 8
dental-implant model, 2, 12, 16–17, 88
dental insurance, xi, 12, 32, 86, 92, 128, 146
The Dr. Oz Show, 2

Edelman, Ric see Patient Education Seminars
Edentulous study group, 105–11, 127
electronic payment, 16
credit card or ACH payment, 16

Elevator pitch, 18–19
financial arrangements, 95
fixed-hybrid prosthesis, 17, 59, 76, 80
Fugazzotto, Paul, 124

Galvan, Emma, 18, 19 see also Elevator pitch
Ganz, Scott, 40, 126
Google Adwords, 152–3

health-care-specific credit cards, 13
Jack Turbyfill, 71
Kiyosaki, Robert see Patient Education Seminars

landing page, 152–4
Levin, Roger P., 4, 140
LinkedIn, 123, 154–8, 164 see also social media
being discovered by patients on LinkedIn, 157–8
publication listings, 157

© 2016 John Wiley & Sons, Inc. Published 2016 by John Wiley & Sons, Inc.
Majors, JoAn, 120
Malo, Paulo, 40, 124
McAnally, James, 83
Misch, Carl, 35, 36, 74, 125, 143
Misch, Craig, 78, 124
monthly payments, 16
Moody, Justin, 22
Mugford, David, 124

neglect, 4, 16
Nguyen, Thuan-Anh, 72, 139

Obama, Barack, 1, 133

Pikos, Michael, 40, 124
prevent jawbone atrophy, 4

ratings sites
AngiesList.com, 163, 164
DrOogle.com, 163
HealthGrades.com, 163
yelp.com, 163, 164
ZocDoc.com, 163
Reese, Edward J., 10
Resnik, Randolph, 61
Russo, John, 124

Salama, Maurice, 40
Sclar, Anthony, 124, 125
search engine optimization (SEO), 149, 150, 153
Setter, Mark, 29, 120
Shafie, Hamid, xii, 40, 124
Shafie, Maurice, (AU: Not found)
social media
Facebook, 136, 146, 162, 164
Instagram, 162
LinkedIn, 123, 154, 155, 157, 164
squeeze page see landing page
sympathy, 3, 4, 77
empathy, 2–4, 37, 75, 77

Tarnow, Dennis, 40
Trusted Expert, 26, 27

verbal skills, xi, 1–24, 48, 77, 82, 94, 97, 121, 140
visual aids, xi, xii, 1–24, 48, 82, 94, 97, 109, 140

Wagner, Rebecca, 101–103
website, 69, 135, 146–53, 158, 159, 162–4
Wedmore, James, 150

YouTube, 150–51