

3MSM Health Care Academy

On-Demand Webinars Available now!



Three-Part Practice Marketing Webinar Series

Dr. Anoop Sondhi

Credits: 1 CEU, Free Self-Study

PART 1

Practice Marketing Strategies

Explore the 4P's of Marketing as they apply to a modern practice. In this CE webinar, Dr. Sondhi will discuss strategies to market your practice in light of the changing orthodontic practice environment.

PART 2

Contemporary Marketing Strategies in a Digital World

Understand why change is needed in today's marketing and learn insights into how to proceed. In this CE webinar, Dr. Sondhi will discuss strategies on how to differentiate and market your orthodontic practice.

PART 3

Measuring and Monitoring the Marketing Plan

Understand why measuring and monitoring a marketing plan is important for an orthodontic office in today's marketing environment. Dr. Sondhi discusses orthodontic market trends, and provides examples of methods and touchpoints for information gathering.



Becoming a Digital Orthodontist – Top 10 Social Media & Digital Marketing Tips

Dr. Kyle Fagala

Credits: 1 CEU, Free Self-Study

Learn how to grow your orthodontic practice by engaging your audience on social media and attracting new patients to your website. In this CE webinar, Dr. Kyle Fagala shares his Top 10 digital marketing secrets for social media sites like Facebook, Instagram, Snapchat and Twitter. He also discusses best practices for SEO, Web Design, Blogging, and Google Ads.



Strategic Philanthropy – Doing Well by Doing Good

Dr. Lisa Alvetro

Credits: 1 CEU, Free Self-Study

In this practice marketing webinar, Dr. Lisa Alvetro shares how her devotion to philanthropy has enhanced her community while building her practice. Learn how using community service to strategically build brand recognition can make a difference – to your community and your bottom line.



The Exceptional New Patient Experience

Dr. David Kemp

Credits: 1 CEU, Free Self-Study

We have an opportunity to make our new patient experience exceptional. One way to achieve this is by using strategies through marketing to give our patients what they want instead of what we want. This is the foundation and the key to being competitive in highly competitive markets. If we make a decision to differentiate our practices this way we can become more successful than ever. My simple market research has found that my patients have four top desires. They want esthetic treatment. They want the treatment to be fast. They want excellent results and they want to be wowed. This course will explore strategies how we can incorporate these ideals into our practices and therefore attract more new patients and also to be able to improve our Case Acceptance Rate.

How to get started.

1. Go to www.3M.com/ortho and click on the **EDUCATION** tab on the menu bar.
2. Under Access On-Demand Education, create an **Enterprise Network Login** with a **username** and **password**.
3. Once registered for **3M Health Care Academy** the educational portal will open. Search for the course title or click on the library icon and choose **Oral Care** to view a full course listing.

▶▶ [Click here to visit the 3M website.](#)

3MSM Health Care Academy

Upcoming 2017 Educational Opportunities

| DATE | LOCATION | EVENT |
|----------------|----------------|---|
| October 6 | Poland | 3M SM MBT SM Treatment Management – Molar and Incisor Extraction Cases, Molar Mesialisation |
| October 6 | France | 3M SM Incognito SM Appliance System Refresher Course |
| October 7 | Ukraine | TAD Mechanics |
| October 7 | France | Incognito User Meeting |
| October 8-9 | UK | In Lab Days – Bad Essen |
| October 12 | France | 3M SM Forsus SM Class II Correctors Lecture |
| October 12 | Benelux | Forsus Course |
| October 13-14 | US | Circle of Excellence |
| October 13 | Benelux | Symposium Innovation in Orthodontics |
| October 23 | Israel | Forsus Correctors and Self-Ligation |
| October 23-25 | Costa Rica | MBT Certification Course |
| October 25-27 | El Salvador | MBT Certification Course |
| October 27-28 | Poland | Conference on Interdisciplinary Treatment |
| October 27 | Canada | MBT System Metal & Ceramic – Missing Maxillary Lateral Incisors |
| October 28 | Australia | Ecstatic About Aesthetics |
| October 30 | Australia | Ecstatic About Aesthetics |
| November 3 | Czech Republic | Forsus Correctors and Self-Ligation |
| November 3 | Canada | University of Montreal |
| November 4-5 | England | Seminars in Clinical Excellence: Adult Orthodontic Treatment |
| November 10 | Canada | University of Western |
| November 10 | Canada | University of Toronto |
| November 13-14 | China | 3M SM Self-Ligation Modulus Course |
| November 14 | China | Esthetic and Efficient Orthodontic Solutions |
| November 15-16 | China | 3M Self-Ligation Modulus Course |
| November 15-16 | Japan | Incognito System Certification Course |
| November 16-17 | US | Kemp In-Office Course |
| November 17-18 | Poland | Incognito System Certification Course |
| November 18 | India | Orthodontic Management of Dento-alveolar and Skeletal Asymmetries |
| November 9-10 | Russia | 3M SM Ortho Annual Conference: TMD/TMJ and Other Clinical Topics |
| December 7 | France | Forsus Class II Correctors |



Interested in an upcoming educational event?

Contact your local 3M Oral Care representative today!

▶ [Click here to visit the 3M website.](#)